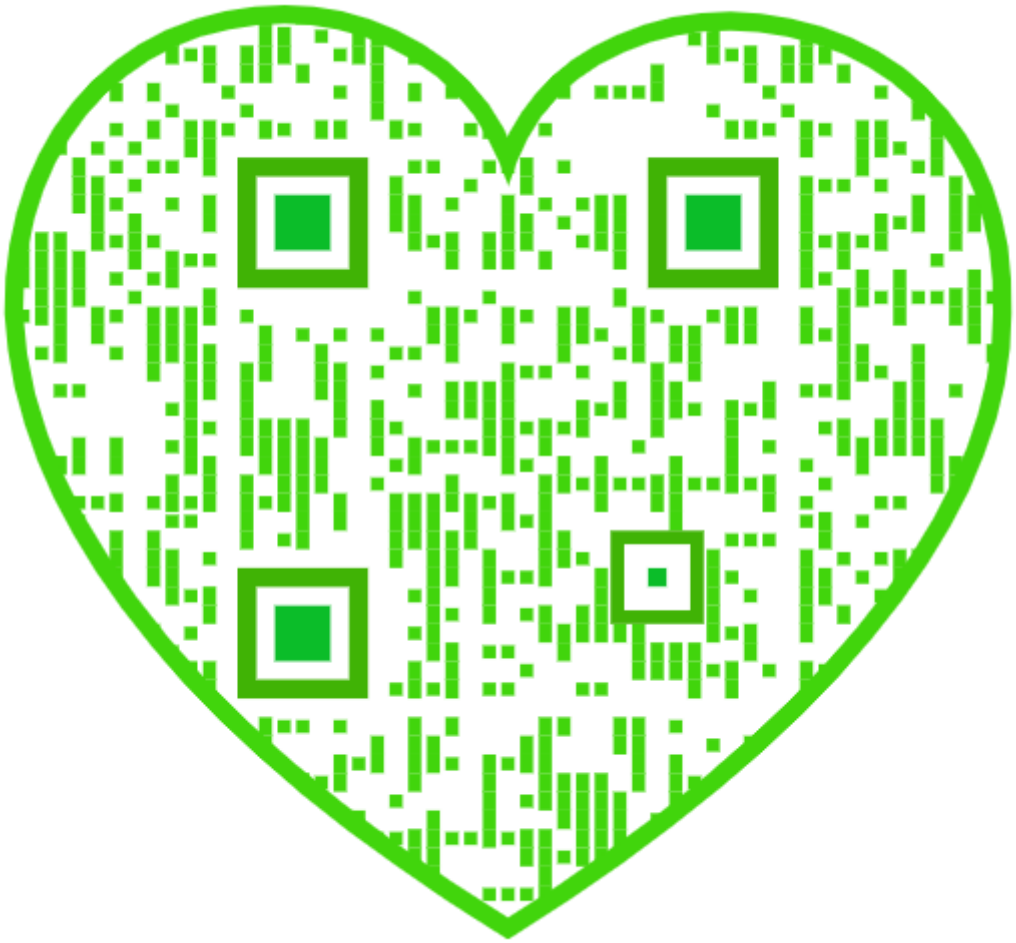

COUNTRY JOURNALISM

BY

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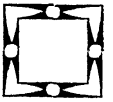

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THE COUNTRY NEWSPAPER

I AM A country newspaper.

I am the friend of the family, the bringer of tidings from other friends; I speak to the home in the evening of summer's vine-clad porch or the glow of the winter's lamp.

I help to make this evening hour; I record the great and the small, the varied acts of the days and weeks that go to make up life.

I am for and of the home; I follow those who leave humble beginnings; whether they go to greatness or to the gutter, I take to them the thrill of old days, with wholesome messages.

I speak the language of the common man; my words are fitted to his understanding. My congregation is larger than that of any church in my town; my readers are more than those in the school. Young and old alike find in me stimulation, solace, comfort. I am the chronicler of man's existence.

I bring together buyer and seller, to the benefit of both; I am part of the market place of the world. Into the home I carry word of the goods which feed and clothe and shelter, and which minister comfort, health, and happiness.

I am the word of the week, the history of the year, the record of my community in the archives of state and nation.

I am of the lives of my readers.

I AM THE COUNTRY NEWSPAPER.

—Bristow Adams in *Canton Sentinel.*

PREFACE

WITH the passing of the country printer-editor who served in all capacities from office boy to editorial writer, have come vast and significant changes in the entire field of community journalism. A tendency for small newspapers to consolidate has made for larger and more powerful newspapers in the small communities. The investment in the average country printing plant has increased from a few hundred dollars to several thousand. Modern equipment has made it possible for community papers to be as well printed as any city daily, and modern methods have made journalism in the small town a very gratifying profession.

These many important changes have increased, emphasized, and varied the problems of the community newspaper editor-owner. His work is constantly becoming more that of the executive and administrator and less that of the mechanic. And yet, the successful editor must know the fundamentals of every part of newspaper making in order competently to supervise and direct his staff members in the performance of their various duties.

It is for the purpose of treating these numerous problems of the editor of a community newspaper of today that this book is written. Primarily, it is a book for the student of journalism who seeks a knowledge of the best practices in the country field. That the book may also prove helpful to those men who have been many years in the profession, is the hope of the author. If certain practices are recognized to have definite and great value, it is only to be expected that these practices have long been known to a majority of the better country editors. It is also certain that many of the methods used successfully by some country editors will be gladly welcomed by those men who are constantly seeking to better their own newspapers.

The author's aim throughout has been to give the theory necessary to a clear and thorough understanding of the problems of community journalism, and to supplement this theory

with facts and actual examples taken from the practice of community journalism. With very few exceptions, the stories, advertisements, and other illustrations in this book have been taken from country newspapers. It is the author's firm belief that the student will learn more easily and more thoroughly from examples that actually have been a part of some community newspaper than he will from so-called "perfect" examples, which are usually not representative of present practices and tendencies. The examples used are necessarily good illustrations only of the point for which they are intended. They include errors of various kinds commonly found in community papers of today.

Those theories which in actual practice have proved unsatisfactory and those which have never been tested to determine their practicability have been purposely excluded. New ideas that have proved valuable in some offices have been included in the hope that they will be helpful in other offices.

A special attempt has been made at all times to show the differences between methods most satisfactory in city and in community journalism. Variations of the phrase, "In the country field there is this difference," occur many times to emphasize the peculiarities of journalism in the smaller community. Those city practices which have proved helpful to the country editor are explained and recommended.

The chapters on "Cost Accounting" and "Accounting and Records" should acquaint the student with business problems in community journalism and with time-tested accounting systems for the small shop. The material on accounting is not intended to be sufficient to teach the student principles of general accounting. He is strongly advised to get a course in this subject before studying country journalism.

The author is indebted to Professor Lawrence W. Murphy, director of the School of Journalism at the University of Illinois, for many valuable suggestions.

Professor Ernest Bernbaum, chairman of the department of English, University of Illinois, assisted very greatly in reading the manuscript and suggesting changes, which service the author gratefully acknowledges.

Acknowledgments are also due the Porte Publishing Com-

pany of Salt Lake City, Utah, for permission to use their cost-finding and bookkeeping forms, and to the editors of country newspapers from which the many examples in this book were taken.

PART I

EDITORIAL

CHAPTER I

Community Journalism and the Country Editor

To the student of journalism, anxious to make the most of every opportunity, the question of determining a lifetime field in which to work is of the greatest importance. Should he start at the foot of the ladder, with reporting work for a big city daily, where many years of experience are necessary to put him at the top, or should he begin in country journalism where he can some day, not too far distant, hope to have his own newspaper? The way this question is answered will depend upon the student himself, and upon what he aspires to be. If he wants power and influence, a comfortable living, the respect of his fellows, and intimate association with them in his work, he will find all these in country journalism. If he would be rewarded both in money and in regard for his life's work, he will be more sure of it in country journalism than in many other professions. If he wants to live his life in some sort of freedom and be contented, happy, and satisfied, country journalism will help him do it.

There is great pleasure in being a country editor, as many who have been in the business a long time will testify. The following article tells what one man thinks of his chosen calling. It is written by Edgar White in the *Inland Printer:*

> In addressing one of the press meetings at Columbia, Missouri, not long ago, Walter Williams, dean of the Missouri School of Journalism, said: 'When I get through with this job I'm going to get me a weekly newspaper somewhere, and be a country editor again. There's more fun in it than in any other thing I know of.' Any country newspaper man who can look back through a decade or so of experience will quickly understand what the dean meant. There's many a man in country journalism today who might have made his mark with some large city newspaper had he not preferred to cast his lot among people who

called him by his first name and sent him pumpkins and tomatoes at seasonable times.

The country editor rubs elbows with his constituency, and he knows their every mood and peculiarity. There pass before him every day the tightwad, the envious, and the jealous; likewise the generous, the hopeful, the ambitious. As best he can he deals fairly with them all, knowing his own frailty and liability to make mistakes. With alacrity and pride he assumes the burden of hewer of wood and drawer of water for the old home town, and never until the angel writes '30' on his brow does he cease from telling the world of the virtues of his people and the possibilities of the region in which he lives.

Berated for errors, he smiles and says he will be more careful next time. Ridiculed because his paper does not contain as much news, or as clever editorials, as the great city papers, he shrugs his shoulders, but holds no grudge. Forgotten when invitations are sent out for some high society event, he ignores the slight and tells his reporters to get as good a story of the affair as they can. And when patted on the back by good old Farmer Jones, who fetches in a pumpkin or watermelon, or perhaps a basket of luscious pears or peaches, the clouds roll away and the old world is again lighted with good will and the joy of life.

The Extent of the Country Field.—If one is inclined to think that only a few people, and an insignificant few at that, live in country communities, let him consult the last census figures. There are sixty million people living in rural communities and towns of five thousand population or less. This means that the country field is as large, considering the number of persons concerned, as the city field. There are certainly enough people to make country journalism an interesting calling and to offer the young journalist ample opportunity.

At present there are more than 13,000 weekly papers in the United States, and they are increasing at the rate of about fifty per year. There has been a tendency in the past ten years for weekly papers to decrease in number but this decrease has been brought about by consolidation, where the weaker paper is absorbed by the stronger. There has been a

corresponding increase in the number of dailies that have been started in small towns. It used to be thought that no community of less than 20,000 could support a daily, but today there are many communities smaller than that which have prosperous dailies. These dailies are country papers just as the weeklies are; they have the same problems and deal with the same people. There is as much opportunity in the country field for the student who wishes to do "daily" work, as there is in any other.

Power and Influence of the Country Editor.—John H. Perry, President of the American Press Association, is the authority for the following article on the "Growing Influence of the Rural Press." Mr. Perry has daily contact with hundreds of newspaper editors and readers and knows the situation. Here is what he says concerning the power of the country press:

> The next time the Inquiring Reporter stops you on the corner and asks: 'Who really runs the United States?' do not answer according to your temperament and prejudices—'The Interests,' 'The Politicians,' or 'God knows.'
>
> The correct answer is: *The country press.*
>
> The force that controls this country of ours, in the long run, is the rural editor, in his capacity as spokesman for sixty million Americans who live and earn their living on the farms and in the villages and towns of 5,000 population or less.
>
> It is not necessary to take the writer's word for it. Ask any politician whom you know well to tell you the truth. Ask any representative of 'the interests'—big city bankers, for instance, or presidents of great railroad or industrial corporations.
>
> The politician, if he is above peanut size, will tell you that he worries little about what the city papers say; but let even half-a-dozen country weeklies in his home state or district open on him, and he pulls down the lid of his desk in Washington, Springfield, St. Paul, or Jefferson City, and takes the next train home to see what it is he has done to make the farmers sore.
>
> The Big Business man, if he is big enough to be entitled to the designation, will tell you that his business is

> good or bad, depending on how the country people like the way it is run; and that what those country people are thinking he finds out by reading, or having others read for him, what the country papers are saying.

Some Characteristics of the Country Editor's Readers and His Friends.—What Mr. Perry said about the power of the country press will be more clearly understood when we consider more closely the farmer and his family. These are the people that make up most of the country community. What they are and what they do will determine in a large degree what the community is. Everyone is familiar with the antediluvian cartoons which depicted the farmer as the green-looking simpleton dressed in patches or in rags and chewing the well-known straw. Let us see what his real characteristics are.

Consider his purchasing power as shown by the purchase of automobiles, which is a pretty good index of a community's prosperity. Seventy-two per cent of all automobiles sold go to people living in rural communities and towns of less than 5,000 population. These cars, many of them, are bought by farmers. They buy cars which cost as much and look as well as any that are owned by city people. These are the same farmers with whom the country editor deals and for whom he writes the news of his community.

Farmers also buy their share, or more than their share, of other commodities which we generally associate with citified persons—such things as silk stockings, cosmetics, and luxuries of all kinds. The average farm family, according to Mr. William H. Woodin, president of the American Car and Foundry Company, spends more than $2,000 every year for things which are not necessary to raise crops. The total sum that is spent by farmers in the United States for these things with which to live well, is the appalling sum of *thirteen billion dollars a year*. There are six and one-half million farm families in this great commonwealth and they look for their news and their editorial guidance to the weekly and daily papers published in their local communities.

It will be seen that the country editors of the United States are very comfortably situated so far as potential possibilities

are concerned. They have a majority of the people of the country in their communities, and they have a majority of the wealth and buying power of the country as well. There are greater opportunities for the country editor than have ever been imagined, and today he is making use of them as never before.

One must realize from the above figures that the farmer of today is far from being the character depicted in the comic strips. People living in country communities are quite as human as those in the city—indeed, in many ways they are more so. They live and amuse themselves in much the same ways as do their city cousins: drive cars, have good clothes, are very much civilized, and are coming to be as well educated as anyone else. They have money with which to buy things, and they spend most of it in neighboring country towns.

The Country Newspaper of Today.—From the little, poorly-printed paper of a decade or more ago the country newspaper has come to be an advertising medium of power, and a chronicler of news which is relied upon to cover thoroughly the local field. Instead of printing a four-page paper, half of which is ready-prints, the country editor today very often runs as many as twenty-four pages in a single regular issue. Many country papers are printed in the best-equipped printing plants that money can buy. They are nearly all set on linotype machines which cost around $3,000, and are printed on presses which cost several thousands more. The old print shop where everything was done by hand is completely out of date and there are few papers that are hand-set today. The country editor of today has many thousands of dollars invested in his plant and spends many more in publishing his paper.

One is sure to notice, if he reads country newspapers at all, that they are in general very well printed, and that they look much like the city papers. While some of this appearance may be due to the fact that certain country editors ape the city dailies, some of it is also due to the fact that as much care is taken to make the country paper attractive as if it were a large daily. The news in these papers is mostly all local, because that is what interests the readers, and the advertisements tell what local merchants have for sale.

The Editor Himself.—Changes in equipment for country printing offices and in the appearance of country papers have come about because the country editor of today is far from being the poorly-dressed, puny-looking, poverty-stricken personage that he has been depicted in the past. The country editor today is a live business man; he has to be, to live in a community that is up and coming. He has much money invested and he must know how to take care of it. He is not starving to death; if he were, he couldn't be hiring a force of from five to twenty-five men to work for him and be paying himself a salary of from $50 to $100 a week as he does. Besides a reasonable salary, he gets the profits from his business.

Neither is he some kind of character who has happened to drift into journalism after he has failed at everything else. More often than not he has gone to school to learn his profession and is a college graduate. He is respected in his community and is looked up to as a leader and one of the town's most prominent citizens.

Usually the editor belongs to several associations for the general good of the profession and he knows what is being done and why it is being done. He knows the power he wields over the votes in his community and he is judicious in its use. He gets features for his paper from the best writers and from the best artists in the country, and he is aided by cooperative organizations in getting national advertising at rates which pay.

Chances for Financial Success.—The fact that 13,000 country editors are today making so much money that they continue to stay in the business even though many of them could go elsewhere if they so desired, argues that country journalism offers opportunity for financial success comparable to that offered in any similar undertaking. When local merchants thrive, the editor's opportunity for financial success is greater, and today farmers are spending most of their thirteen million dollars in their local communities. Bob Mooney, of Temple, Oklahoma, does a $2,000,000 business by advertising in country papers to bring farmers in to trade with him. Fred P. Mann of Devil's Lake, North Dakota, has built a department store that any city would be proud of in a town of less than 5,000. National advertisers are learning that to reach the

consumer living in rural districts there is only one way and that is by using the country newspapers. Country journalism is paying financially so well that more than 13,000 editors and their thousands of assistants would not trade their jobs for any others.

The Country Editor and Leadership.—Once, the country editor was considered as a necessary evil, some one who had to be tolerated but who was to be considered as inferior to almost everyone else. That is changed. Today he is respected as he should be. Let us see what Mr. Perry has to say about the country editor of today:

> They (farmers) look to the country editors for leadership, and the country editors have made their leadership effective by organizing. That is the new thing that has made the voice of the rural press effective—organization; it is also what has made the publishing of country newspapers profitable.
>
> The country editor of today has a standing in his community and a responsibility to it comparable with that of the banker, the doctor, or the minister; perhaps a little of all three. He has a personal relationship and contact with his readers such as the editor of a city paper can never hope to attain. The big city newspaper is edited impersonally, perforce, for the accidental fraction of city people who may happen to get hold of any particular issue. The country weekly is edited personally, for the entire community within its circulation limit. The result is a different type of journalism in every respect.
>
> City journalism is founded upon the sensational, the unusual, the abnormal. Country journalism has as its base the every day comings and goings of common-place people, their fairs, and church socials, their breeding associations and farmers' institutes, their births, marriages, and deaths; the emphasis is upon the common welfare and the individual good.
>
> The country editor must not merely know the people he serves, to succeed; he must be of them. Individually and collectively he is the force that politicians and Big Business must reckon with first in the conduct of this nation's government and in the operation of its commerce and industries.

Personality Counts.—When a "country newspaperman" is spoken of, the emphasis is on the last syllable. In the country and in the small town a man is first of all just what he is as a person, and secondly, what he happens to be in order to make a living. That is why the most important considerations for a country newspaperman are an examination of the environment he is in, and of himself.

Function of the Country Town.—The majority of the American people, it is said, are not far removed from the soil, and are interested to a considerable extent in what is being raised and marketed by the men who till the soil. Whether this is true of the rank and file of city folk or not, it is certainly true of the people in the small town. They are interested in the country and in country folk. Why shouldn't they be? Most of them have been farmers at one time, and living in a small town does not make a person cosmopolitan. The farms and the great expanses of land were there a long time before the railroad came through and the town sprang up.

The small country town fulfills its function best when it best serves as a community center and furnishes a good market for the products of the soil. In mining and industrial districts there is little difference in the function of the town.

"Small-Town Stuff."—It is still a standard joke to say that a thing is "small-town stuff." Actually the only rule that can be applied to determine when a thing is "small-town stuff" is the one of comparison with the city. If it isn't done that way in the city it's just naturally "small-town stuff," and this phrase is usually said in a manner which aims to convey to the hearer the feeling of disgust with which one born and reared in the city looks upon those things which are "countrified."

The significant fact here is that city people are just as fond of the things they do as are country people, but city ways are taken as a matter of course to be the better. When small-town people are accused of provincialism, the limitations of the average city dweller's views and ideas are never mentioned. Who is there that has lived all his life in Chicago and still believes that St. Louis, Minneapolis, Los Angeles, or even New York offers all the advantages that are found in Chicago? When those who are urbanites laugh about a quaint costume

or a peculiar custom of the small-town resident, they are showing in the strongest manner possible that they are more provincial, more confining, more narrow in their views than the same simple folk that they ridicule.

Residents of a small town *are* "countrified" in just the same way that city people are "citified." Persons in small towns are "just folks." They do not profess to be what they are not. Each one is known by almost everybody else, and everybody shares in the joys and sorrows of everyone else. The "false fronts" of life seldom appear and if they do, are soon torn down. It is hard to appear to be what you are not in a small town because the constant association with the same group of people does not make for secrets. The braggart in a small town is either laughed at or openly told to keep still. Life here is relatively simple, where people have, to a great extent, the same interests. There is a unity, everyone interested in his town, and ready to help to make it better. It is true that there are some who do not cooperate; but they are the exceptions, not the rule.

The student who plans to go into country journalism ought to realize at the start that he is going into a community that is, in the dignified sense of the term, "small-townish." City methods and city ways just simply will not work in these surroundings. He must be ready to take a part in the affairs of his community and work with the other people in that community for the general good. He must be ready to associate with people who are "just folks" and to be interested in the little things, the commonplace things, the local affairs that interest them. If he despises the country and the small-town atmosphere, and has no appreciation of the character and worthiness of these people, he will do better to find another way to make his fortune and another field in which to spend his labors.

Qualifications of a Successful Country Newspaperman.—With a sympathetic understanding of the people in the small community the student intending to enter this field will do well to consider those personal qualifications which make a successful country newspaperman. There are, perhaps, no certain qualifications which may all be found in all successful

country editors but many of these qualities will be found in the majority of those who are successful.

The successful country newspaperman will:

1. *Be a booster.*—The country newspaper is the town's most powerful force for boosting if it is rightly used. If you knock your own town you boost the other fellow's and thereby take business away from local concerns. When there is no business in your home town, there is no place for a newspaper. Boost, even when something needs correcting; a positive suggestion showing the way to better the town will accomplish far more than showing how poor the town is.

2. *Be active in community enterprises.*—Commercial clubs and other organizations for the betterment of the local community are the best agencies for cooperation that the country editor can have. He should be a member of every organization looking to civic betterment, for not only will he here meet the men with whom he has to deal but he will meet them under favorable circumstances and in pleasant surroundings. There is a spirit of good fellowship in the air at the Kiwanis meeting, for instance, that makes for thorough acquaintanceship and happy association.

3. *Be informally friendly.*—Dignity is the screen behind which, too often, the real character of the individual is hidden. The country editor should have dignity, but he should not hold himself aloof from his fellow men. It is not "Editor Smith" when a real country newspaperman is met on the street by a friend in a small town; it is "How are you, Jack?" and there is more real friendship and respect contained in the familiar greeting than in the formal one. Country folks are not formal nor do they like stiffness and formality in another. They like to feel that they are every bit as good as anyone else, which they are, and the successful country editor is the man who can be sociable without being patronizing.

4. *Be a "mixer."*—Nothing is important enough to happen in a community and not important enough for the editor to notice. The country editor can afford to spend much of his time in getting better acquainted with his townspeople. The

best news to be found in a small town will often be heard in a friendly conversation. The editor should be on good terms with everybody; in a few words, he should be "one of the boys." This does not mean that he must conduct himself in a manner unbecoming a gentleman, but simply that he should have the confidence of the people with whom he associates and be trusted as one of them. Making friends and keeping them is a big part of his job.

5. *Be connected with some church.*—Connection with some church in the community is a point in the editor's favor. Not only are lasting and worth-while friendships formed here, but the influence of Christian association acts favorably for him upon the other people in the community. There is a great deal of news about church affairs, now ignored, that is good news for the country paper.

6. *Be even-tempered.*—The days when the editor carried a .44 to talk for him when an argument went the wrong way, are gone. There is certainly all the chance in the world to lose one's temper around a country print shop. Grief is as plentiful there as anywhere else, but the man who "flies off the handle" every time some little thing goes wrong will only make those around him lose respect for him.

7. *Be neat in personal appearance.*—Although it is sometimes necessary for the editor to do some work in the back shop, when he appears on the street or anywhere in public he should be neatly dressed. Nothing counts so much as a clean, neat appearance, even in a small town. He should try to show the professional marks of his business more and the ink marks less.

8. *Be well-read.*—Keeping abreast of the times is one of the important points in being successful. The editor must know the latest developments in state and national politics, in literature and religion. He must read the newspapers, periodicals, state documents and literature for a liberal education, because he is expected to bear aloft the torch of learning for his whole community.

9. *Be a business man.*—Many a man has failed in country journalism because he had no "business head." Besides being a collector and interpreter of news for the community, the country newspaperman must take care of his own business interests. The theorist who has no ability in money matters is not a success because bills *must* be paid. A sense of financial principles and economics is among the most important qualities of the successful country newspaperman.

10. *Have and develop other talents.*—In the country town there are many things to be done and few that are able to do them, which is the reason that the man who can do something "out of his line" is always sought after and respected. Special ability in music, dramatics, athletics, organizing, and other branches comes in very handy to the country editor. Each thing done for the good of the community is one more point in the editor's favor.

11. *Have a knowledge of his subscribers' methods of making a living.*—The man who has spent his life in a mining community will find it difficult to run a newspaper in an agricultural community because a working knowledge of the methods and occupations of his readers is invaluable to the editor. He cannot write intelligently for farmers unless he knows agriculture. Getting all the news is a problem for which there is no solution unless the news-gatherer knows what affects the living conditions of those who read his paper.

12. *Have an education that will give him a command of the English language.*—Poor writing has too generally been the rule in country papers in the past and a study of only a few country newspapers today will reveal many grammatical errors, and examples of poor rhetoric and composition. There is no reason why news stories in weekly papers should not be as well written as those in daily papers.

13. *Cultivate originality and resourcefulness.*—Doing the same thing in the same old way with never a thought of improvement may show perseverance, but it does not show progress. The good country editor always strives to perfect

his methods. Ideas for increasing business and securing greater efficiency must be constantly occurring to him, and he must be resourceful in planning to handle situations which arise unforeseen.

14. *Be a leader.*—Waiting for some one else to start things is a good way to get nothing done. Campaigns for civic betterment can well be engineered from the newspaper office. Those intangible qualities that make a man able to start a project and carry it through successfully are essential qualifications of the country editor.

15. *Be able to cooperate.*—Too often the idea of leadership is taken to mean that anything not begun by the country editor should not receive his support. A real leader realizes that other people have some ability and he is ready and anxious at all times to help them. Cooperation will accomplish what is impossible if only one or a few are working for a project.

16. *Be tactful and courteous.*—Much can be accomplished if it is attempted in the right way and little if some one is offended at the start. Every person with whom the editor comes in contact is entitled to courteous treatment and such treatment helps build up a newspaper.

17. *Be fair and tolerant.*—One who deals with so many people as the country editor must accord each one fair and just treatment if he is to succeed. He must learn that other persons have ideas which are often as good as his and which must be given the consideration they deserve. He must be fair in everything he does, and tolerant in considering the views and opinions of others.

CHAPTER II

The News Functions of the Community Weekly

The Field of the Metropolitan Daily.—Daily papers are no longer a luxury possessed by a few. The majority of people living in small towns and rural communities enjoy the benefits of reading a paper published in a neighboring city a few hours after it is printed. They depend upon the metropolitan daily to tell them what is going on in the city and in all parts of the world since practically every large newspaper receives news by wire through some press service. Happenings are wired to the office a few minutes after they occur and this news is sent out in printed form in a remarkably short time. Good distribution facilities make it possible to disseminate news of the world to every village and hamlet in the country.

Radio.—The invention of radio has been perhaps the greatest annihilator of distance between the country dweller and the world at large. The use of radio receiving sets makes it possible for the farmer and small-town resident to "listen in" on market reports, lectures, and programs coming from every city of any size. There is no isolation today as there was a decade ago. Modern inventions have established a marked association between the country resident and the rest of the world.

Prediction that the Small Paper is Doomed.—Recognizing the fact that anyone who so desires may know what has happened during the day in distant parts of the nation, individuals have from time to time prophesied that in a short while there would be no community paper. Their beliefs are based on the idea that in a few years at most there will be no function for the weekly paper to perform. They see, quite correctly, that the country paper cannot hope to compete with the metropolitan daily. Equipment, location, and personnel all tend to make it impossible for the small paper to get the news of

other regions before the public in time for it to be news. And so the passing of the weekly is predicted.

Considering all the seeming handicaps under which the community paper has to be published, it would at first appear to be a losing proposition. There is, however, something for it to do, and it is something that no number of large dailies can ever do. It is just as important as getting the news of the world to the uttermost parts of it, but it deals with but one community.

Community Interest.—Scientists tell us that man is by nature a social being. One of the strongest forces within every human being is the tendency to gregariousness, and it is this force which makes men form towns and communities. The person who finds delight in living aloof from his fellow men is considered odd. The hermit is looked upon as being "just a little off."

It would be a peculiar association indeed if men could come together and each one go on living as he had before. Society takes as much as it gives. In order to enjoy what others have done each one must in turn do something. Privileges are never found without duties, for rights would never have to be defined if man had nothing to do but act as he saw fit.

It would be an equally peculiar association if men could band together without developing an interest in each other's affairs. Communication must take place and when there is communication there is an interchange of ideas, or at least of information. Self-preservation alone demands that what one man cannot do alone he must learn to do from some one else and that he must sometimes ask for help.

If this association were among a very small group it is conceivable that all communications could take place by word of mouth. The old New England town meetings were a good example of the way an exchange of ideas was effected among the members of a small group. But when a group attains a greater size the difficulties of such a method are too great to admit of its being used. This is the situation that we find in every community today. There is no town, no group of people, so small that everyone can voice his sentiments and spread the information that he knows to everyone else by word of mouth.

Some means of disseminating news and ideas must be used that will tell a man what his neighbors are thinking and doing.

This is the reason that a community weekly newspaper exists. It is the means of spreading information to the townspeople; it is the bearer of facts and ideas concerning the things that affect the lives of people in that community.

The Local Field.—Interested as the country dweller is in what men in remote parts of the state and nation are doing, his first interest is by nature in himself and his next great interest is in his close neighbors. What he is doing and what the men with whom he is associated are doing occupy his thoughts to the exclusion of what everybody else is doing until he has satisfied himself of local interests.

It is very evident then that if the community paper is to perform any function it must be first, last, and all the time a purely local institution. At all times the editor must keep in mind the fact that his readers are his neighbors; that they are his greatest inspiration, and that they want to know of things close at hand.

Only the very unusual, the gigantic, the outstanding news of the day gets into the city daily. The ordinary individual is not noticed unless he departs from the ordinary and orderly way of living. Fortunately for the small-town newspaper, most of the people in the world are just ordinary human beings. They live without attracting the world's attention; they come and go and are not mentioned unless it happens that they have achieved something that everyone the world over considers great.

Yet these same men and women are accomplishing something every day in which their neighbors are interested. Every garden plot, every back yard, harbors activities that the people in a country town want to know about. There is no event too small to be noticed in the country paper and none too large to be fully covered if it is of local interest. Every time a member of the community comes or goes, he makes interesting news for the townspeople.

The Newspaper Is More Than a Mirror.—It has been said that the country paper should be a mirror of the home-town life. It should be more than this, for while everything that happens there should be recorded or "mirrored" in it, it should

also be thoroughly explained. The country paper should, if anything, be a mirror which has power to show all sides and phases of things; a mere mention of what takes place is not satisfactory. Too often only the scantiest facts are given about an affair which has been an event in the life of the community. People in country towns are interested in everything that happens and they want the news in detail. Little things that are never mentioned in city papers are the essence of many good stories for the country weekly.

The Threefold News Function of the Community Paper.—So far only one phase of the country paper's news function has been mentioned—*getting all the local news.* This is its greatest function but it is not the only one. The second thing the country paper can do is to *get all the news of local interest out of a story which is of general interest.* The third purpose it should have is to supply its readers with much material which can best be called "local features." Local news, the country paper's first service, will be considered at length in the next chapter.

Second News Service—Stories with a Local Angle.—In the news of the day there are many stories of events happening miles away from the place where the country paper is published. Since the city paper will probably be read by many people in the country, a mere repetition of this story will not be interesting to them. There is, however, much news of local interest to be found in the stories printed in other papers. It is the job of the country editor to find this news and to write a story for local readers that will connect up the news of the day in distant parts with something having a local touch.

Let us suppose that a story appears in the metropolitan daily about the preparations being made in the city for "Fire Prevention Week." Local people in the small town or city are not interested in what the city is doing, but they will be interested in a story appearing in the hometown paper that tells what was done there during Fire Prevention Week last year. All regulations and suggestions of fire chiefs which will affect the observance of Fire Prevention Week in the small town will be of vital interest to them.

In another case a man has given a speech before the commercial club of the nearest city. In that speech he has told

of being abroad and of seeing the way in which farming operations are carried on in foreign lands. If, as is often the case, this man has been a state official at one time, or if he has been known to many of the people in this town, a story of his talk will be interesting to the people of the community. All of his speech that has any relation to local agricultural conditions will be worth while, and the rest of his speech will be read because he was formerly connected in some way with local people.

Stories of the accomplishments of former residents usually come in this class of news. Boys who have grown up in the community and have moved away to make their fortunes often furnish the material for a good story with a local angle. The work, the fortunes, and the experiences of relatives of a local resident are interesting to the readers of the weekly paper because they know the local man.

A majority of the stories appearing in daily papers will have some bearing on local matters. This does not mean that for every story in the daily the country editor can "make" one for his paper. If he is alive to local situations he will not have to make one; it will be there for him. In no case will it help to rewrite a story which has no local angle, and in every story of this kind the local feature should be played up.

Third News Service—Features, Puzzles, Helps and Hints, etc.—The third news service that the country paper can perform for its readers is that of supplying them with much material which is neither straight local news nor general news with a local angle. This includes columns of helps for the housewife, recipes, "How to Make" columns, instructive puzzles and games, party suggestions, and like material. These "local features" are essential and are of great interest to the majority of people in the community. They can be made timely and when well written, keeping in mind the type of reader that the paper has, will be appreciated as much as the news story which is of local interest.

Most of the material now being printed in country papers which would classify under this heading appears in the "ready-prints" that are used. This is not the only kind available even though there are many valuable suggestions in some of the articles. A column of "How to Make" items that includes

a story by Henry Hanson, who lives four miles north of town, on "How to Make a Handy Work Bench for the Farm Tool Shed," will be read and appreciated much more than an article telling the same thing which appears in the ready-print section.

Housewives are always looking for household hints. Besides those that can be obtained from local housewives, the editor can get many by being on the lookout for such things in his reading and study of other publications. Furthermore, he should not feel that he "has no time" to devote to figuring out things that will help local readers. Special news articles on any subject are worth while if they contain one thing that will be helpful to residents of the community.

In this class will also come the stories of local interest that would be called "feature" stories in a daily paper. An old building that is being torn down may furnish the material for a fine local feature story. The timeliness element would find expression only in the fact that the building was being torn down. The feature may bring in the fact that the house was formerly owned by a wealthy rancher, or perhaps was the original shack of some homesteader who has since become very famous in the state or nation. Feature stories of all kinds are good reading and the small town has many things that deserve such stories. They will be considered at greater length in another chapter.

An example of a "Hints" column follows:

Only a Few Timely Hints for the Home Owner

The time is at hand when the man of the house can well afford to devote his evenings to making minor repairs needed before the winter season sets in. If the home owner does not have time, skill or inclination to perform the work himself, he should call in the necessary artisans to do the work for him. For example, he should

Have the furnaces examined and cleaned and necessary repairs made.

Have all smoke flues swept clean and defective parts replaced.

Have chimney tops examined above roof and brick work repainted and metal caps repaired.

Have all roofs examined, repaired and repainted if necessary.

Have all exterior painting done now while the weather is good and the paint will have a chance to dry properly.

Have all interior painting and decorating undertaken at once.

Plumbing carefully checked for hidden flaws that may cause serious trouble when the weather becomes cold.

Have all general repairs and alterations undertaken at once.

By doing such work in the summer it can be carried out without resort to overtime and will be done by the mechanics regularly employed by your contractors, whom they know to be competent.

CHAPTER III

The Interests of the Country Reader

Accomplishing the Purposes of the Country Paper.—Since the news service of the country paper to its readers is threefold: (1) To give all the news of purely local interest; (2) To give news of things in other parts of the country having a local angle, and (3) To give news in the form of "local features" and helpful material for the country and town resident; there must be a consideration of the kinds of news that will give this service. Anything that can be considered as news for the country paper must be something in which the average resident of the country and town is interested. Only by giving him news of those persons and things with which he comes in contact and which have a bearing on his life can the country paper accomplish its purposes.

I. LOCAL NEWS

Interest in People.—A large part of all the news appearing in the country paper will necessarily be about the people in that community. As one woman reader said: "The first thing a woman looks for in the country paper is the page that has the items about people on it, for she wants to see what everybody has been doing." This is not the only section of the paper that has news of people in it, for most of the stories that appear on the front page are also written about people. News concerning the inhabitants of the community themselves, what they are doing and thinking, is of greatest importance in a community paper. This will include: (1) Stories about certain persons, and (2) Personal items or "locals."

A. *Stories about Persons.* What are the interesting things about a man's neighbors that he wants to read in the country paper?

1. *He wants to read about their activities.*—Probably 75 per

can you expect an understanding of the subtler values from the masses of India? There is so little education here."

There was a pause, after which he added, "The idea of Gandhi is good. It is taking root in the minds of our thinking people. That is its value. The masses only set the stage for the demonstration. It is the moral resistance of thinking people which tells. Gandhi is trying to link this resistance of thinking people with mass demonstrations. Then *satyagraha* will have its full effect."

Maiji confessed she did not understand all that. "All I know is that after tomorrow the bazaars are going to close," she said, "and I have to lay in food for two or three days."

"At least it makes you think about the struggle. But if your lives were normal and undisturbed, you would not bother."

"Maybe," Maiji replied. "Politics are not for me. I admit it was wrong that they treated him so badly in South Africa. I did not know about it."

"No one knows the number of similar cases in which our people have been humiliated. No one cares. But one day you'll see a change. Often out of humiliation strength is born."

Many other people spoke in the same spirit. What they said has always been in the back of my mind although many of the details I have now forgotten. But the spirit of these conversations I can still remember as an indication of the new way of thinking which had crept into our lives. I was conscious, even at that young age, that a change was taking place around us.

Some of us wanted to move with it, others were on

activities the name of the principal parties will still be the all-important thing. The work that a member of the community happens to be doing is interesting only because of its connection with the person.

Social activities are perhaps best classed as matters affecting the family life, but all attendances at such events have news value mainly because of personal interest. In fact the society news even in the large dailies is replete with names of hosts and hostesses, honored and invited guests.

2. *He wants to read about their accomplishments.*—When a neighbor has achieved something worth while it should be the subject of a news story in the community newspaper. Everyone likes to share in the glory attracted to a person he knows; he likes to be there to praise and to feel that everything that comes to anyone in that community is really in part his.

Election to office in local, county, state or national politics makes a story about the man elected. Important positions in trade organizations, professional societies, lodges, and clubs which are filled by local men will be good personal news stories. A prize won by a local man for expertness in any line, commendation from men higher up in the business, and recognition of worth deserves to be chronicled in the columns of the country paper.

An exceptional yield of wheat, a better way to do anything, a successful business deal, an opportune purchase, taking advantage of an opportunity to accomplish things; all these are interesting to townspeople when they know the party accomplishing them.

The story which follows is interesting to community newspaper readers because some one who is known to them has been honored for an achievement.

(From the *Greenwich* (Conn.) *Press*)

> Clarence Manero, son of Mr. and Mrs. John Manero of 557 Steamboat Road, who learned to play golf in Greenwich is being congratulated by his friends on having qualified in the national open golf championship held last week at the Scioto Country Club, near Columbus, Ohio. Manero finished next to last on the list, but his showing is considered most praiseworthy in view of the fact that he beat out many nationally known

golfers who failed to get under the dead line.

Manero is only twenty years old, and was presented with a handsome plaque engraved as follows: "Awarded to the youngest finalist, National Open Championship, 1926." The plaque was a gift of the Downtown Country Club of Columbus. It is now on display in the window of Sobol's Sport Shop at 335 Greenwich Avenue.

3. *The home life of neighbors.*—The Jones family having a siege of the whooping cough would hardly get space in a city daily. Yet it is worth while as news in a country paper simply because everyone is interested in the family life of his neighbors in a country town. Readers want to know what fortunes and misfortunes have fallen to the lot of everyone they are acquainted with. Sickness and health, pleasure and business, births, deaths, weddings, children's affairs, and everything affecting the family life of residents of the community is good news material for the country paper.

4. *What they are thinking.*—What one man thinks about a subject will often influence the opinions of his neighbors on that subject. This is especially true when he is in a position to know about that subject and speaks with authority.

Opinions and comments by local citizens on all laws, ordinances, customs, situations, conditions, institutions, and affairs concerning the community are of great interest to readers of the country paper.

B. *Personals.*—Not always will the news of a person's activity be significant enough to warrant a long story about it. As one country editor said: "If Pete Burns comes to town to sell his cream and get some groceries, you can't write a column on it." These numerous news happenings that occur in the country community are, nevertheless, the best news, even if they are small. When an item is not long enough to be run as a separate story with a head it is placed with other items of its kind in a "personal" column. Personals are news stories similar to larger stories and differ from them only in the amount of news given. They are generally about some person in the community, although they may chronicle some event without mentioning any particular individual.

1. *Advantages of Local Items.*—The necessity for having

local or personal items is appreciated when it is remembered that most of the doings of the country town are minor events. Personal visits, parties and entertainments, club meetings, and other local happenings can sometimes be here recorded. It is this page that is read first. Here the townsman sees his friends and neighbors pass before him. It is the most interesting part of the country paper for him. The reason this is so is that these items, even though they are short, talk about men and women. *Names* are symbols that represent an individual to the reader, and no other part of the paper offers the opportunity of using these names to a better advantage than does the local column. In no other place can so much news be put in so small a space.

Nothing is so rare as that species of human being who, deep down in his heart, "doesn't want to see his name in the paper." It is as natural to want other people to be interested in you as it is for you to be interested in them. This is where the personal item is most valuable. It is perfectly right for a man to expect his own life to be recorded there as well as his neighbor's. Friends are made or lost by the editor as their affairs are or are not mentioned in the country paper. The country newspaperman can give no better service to his readers than a comprehensive, live, local page.

C. *News Service Concerning Local Events.*—While it is generally impossible and always unwise to write a local story of an event without mentioning persons connected with it, the news of the event itself will often be more important than the personal side of it. Such things as parties, meetings, dances, shows and entertainments, lectures and lyceum courses, socials, parades, carnivals, club and lodge functions, court trials, accidents, church affairs, fires, civic improvements, concerts, celebrations, etc., are events which deserve good news stories.

1. *Advance News.*—Stories *before the event takes place* should be followed by stories of the event after it has taken place. There is much material about many kinds of events that can be run a long while before the thing actually occurs. It is generally the practice in country papers today to run only one story about a coming affair and to neglect the possibilities

for other advance stories. Until the editor is absolutely sure that he has told the story from every possible angle, he should attempt to get a new or more complete story each issue about every coming event until that event has passed into history.

D. *News Service Concerning Local Institutions.*—Every town has several institutions which aim in some way to serve the community. Some of these institutions are maintained by the public at large and are responsible to everyone in the community. The public schools, which are maintained by taxes from all citizens, try to serve them all. It is impossible for each one who wants to know what the schools are doing to visit them each week, and it is the newspaper's job to get this news. It is *not* the newspaper's job to be continually praising the work of the schools in the *news* columns; such material belongs on the editorial page. Straight news about school affairs, showing the taxpayers the kind of work the school is doing, is what the news columns should contain.

Libraries, public meeting houses, rest rooms maintained by the city, the fire department, museums, community show houses, halls, and all institutions that are for the general welfare of the town, and are maintained by taxation or contributions, are public institutions. The townsman has a right to know how they are functioning and whether or not they are satisfying the requirements of a good institution. He wants first of all information on all phases of their use and activity.

The churches are not, strictly speaking, public institutions. They do, however, serve the public in a commendable manner by keeping the spiritual life of the community at its best, and for this reason the public is interested in them. News stories of church activities need not be sermons. Too much of the material run as church news in the country papers today is made of moralizing statements. Everyone expects to hear the pastor urge him to come to church and to hear him expound the doctrines of theology, when in church, but this is not church news; it is pulpit printing, and all who go to church will hear the same thing there. Those who do not go to church want to know what the church is doing and how it works. Interest in church work must first be aroused through information about its value to the community, and persuasion can come

only when the person feels that he should be a part of such a worth-while institution. The newspaper is the only medium through which the whole community can hear of church affairs, and church news should contain this information in straight news stories.

The way in which church news can be interestingly written is shown by the following extract from the *Earlville* (Ill.) *Leader*.

> At the evening service, a group of a dozen Epworth League, "Franklin Grove Institute" boosters from LaSalle held sway. They were: Marion Birke, Julia Bird, Franklin Stevens, Dan Festus, Wayne Caskey, Lillian Hamels, Esther Swanson, Charles Hosutt Jr., Sarah Bradley, Miss Hamerich, George Hamerich and Selena Spiers.
>
> Rev. Lyons opened the services by reading, I Cor. 13, and Paul Trump of Polo, sang as a solo, "Spirit of God," by Neidlinger. He was accompanied by Miss Matie Walters.
>
> Miss Spiers, sub-district president of the institute, acted as the chairman of the evening. She outlined briefly the scope of the program which covers July 12-18 and has as its aim, Christian training, service and recreation. The registration fee $2 covers tent or cottage and furniture and office fee. Rev. L. V. Sitler of Franklin Grove is registrar. Board may be obtained at $8 to $10 for the week at the cafeteria. There is no library fee, although the Methodist Book Concern has a depot on the grounds where books may be purchased. A doctor is on the ground day and night. Requests for reservations should be sent to Warren Hutchinson, Steward, Ill., not later than July 1.

E. *News Service Concerning Public Service Agencies.*—This is called an electrical age. The small town is no longer without street lights; electricity has made it possible for the small-town dweller to enjoy all the comforts of electric lights and power in his home. Street railway systems have been installed in many places to furnish transportation to the community. Gas has displaced the old cookstove. Rarely are these institutions which serve the public at large, owned by the public. They are privately owned, and are permitted to

exist in the city because they are felt to be of service to all inhabitants. When the electric light company advances the rate it brings a storm of protest from users of electricity. When improvements are made in the physical property of these agencies, the benefit is widespread. The newspaper has a service to perform here through its news columns where the activities of each company should be recorded as news. The connection between the agency and the consumer can be established only through the newspaper. Everybody wants to know about the changes in these services because they will affect the life of the whole community. Statements by public utilities officials are not news when they contain a "puff" for the company. Paid space should hold such material, but the real news about developments in the street traction system, gas, light and power plants, should be given the community through the news columns of the paper.

An example of news about a public service agency, the electric light company, follows. This item will explain the interruption in the service in such a way that the users of electricity will understand that it is not due to poor service but to improvements which will later be beneficial to them.

LIGHTS TO BE SHUT OFF MONDAY FOR TWO DAYS

Current for electric lights will be turned off Monday, May 7, and will not be turned on again until Wednesday, May 9, according to an announcement of the Central Electric Company made last night. The current will be shut off at 1 A.M. Monday morning.

The reason for this interruption in service, as announced by the officials of the company, is that the local plant will be improved during the two-day interval by having one of the old engines removed and a new Diesel engine installed. The new engine is capable of generating enough electricity to supply all local consumers during the hours from 5 P.M. to 7 A.M. and the remaining old engine will be used in the future for service in the other hours.

The officials of the company said that they regret that the current must be shut off on Monday as they know it will inconvenience many housewives who use

that day for washing. It was found to be impossible to get the experts of the Diesel engine people here at any other time, however, although the Central Company offered them an attractive bonus if they could come in the middle of the week.

Some will perhaps wonder why the old engine could not be used during the installation of the new one, and the reason it cannot is that the new engine requires a different placing which will necessitate replacing of the common drive shaft. It may be possible to turn the current on as soon as the new engine is in place, but it is unlikely.

This is the first interruption of more than twenty minutes in the service, in the last two years.

F. *News Service Concerning the Professional, Commercial, and Industrial Life of the Community.*—Factories, stores of all kinds, garages, shops, offices of doctors, dentists, lawyers, realtors, abstractors, are private businesses and professional interests which serve the public. The newspaper should get all the news about these places and give it to the readers for their information. The grocery store at which a man trades is a part of his life; the factory in which he works is his business; the business places with which he deals are a necessary part of his world. He is as anxious to know about them as he is about the schools. These places *are* the town; they make up the whole community for many persons during business hours. It is a poor country paper that neglects to furnish its readers with all the news happenings about the institutions that contribute to their physical life. Ask any man to tell you about his community and he will begin by telling you how many dry-goods stores there are, how many elevators there are, how many places of business surround the square or line the main street. Most of the campaigns, in country towns (and cities as well for that matter), are for the purpose of boosting local business and keeping trade at home. A new store or something new about an established place of business makes a fine story for the country paper; and it boosts local business, which is another way of saying that eventually it boosts the country newspaperman's business. Plenty of news about trade and market places should appear in every issue of the country paper.

An example of industrial news follows from the *Bellows Falls* (Vt.) *Times.*

PACKING HOUSE OPENS OCT. 1ST

Cray Plant in North Walpole To Have $40,000 New Equipment —Will Buy Hogs, Cattle and Fowl From Farmers.

That nearby farmers will be given an unlimited market at top prices for hogs, cattle and fowl is the assurance given by P. L. Stickney of Albany, N. Y., who is moving his headquarters to Bellows Falls with the formation of a new Vermont corporation which will operate the Cray Packing Plant in North Walpole beginning about October 1st. Mr. Stickney is in town at the present time supervising repairs to the plant and the installation this month of about $40,000 worth of new equipment.

The new corporation, of which S. J. Cray, former owner of the packing plant will be a director and stockholder, will have as a resident plant superintendent J. B. Cuff of Buffalo, who is the son of J. J. Cuff of the Cuff Packing Co., Buffalo, and formerly general manager of the Jacob Dold Packing Co. of Buffalo. Mr. Cuff has been in the packing game all his life.

G. *News Concerning Municipal Affairs and Government.*—Just before an election, papers are full of announcements by officials of the city government. That has been in the past about the only time the readers of the paper ever heard about governmental affairs. Election news is very important if each citizen is to exercise his franchise wisely, but most of the material heretofore printed has not been news of the informative kind. It has rather been the ideas and persuasions of those in office and those trying to get in office. More news of the election itself, where and when to vote, how to handle

a ballot, what offices are to be filled, what the duties of these officers are, and actual information on the whole subject, will be of more value to the community than political propaganda. If material airing some one's views is to be printed, it should be in paid space and not in the news columns.

What the city council did at its meeting will never be known by the majority of people if they have to get it out of the official proceedings of that body. They are supposed to be dry reading, and are passed by as having no particular interest for the average man. When a situation develops that does not suit him, the voter wonders why he never heard of it before and blames the municipal government for getting things in such horrible shape. These very acts of the council, if written in the form of an interesting news story, would be eagerly read by that same man, and he would be better informed when he came to cast his vote.

The newspaper has a double duty to perform in keeping the public in touch with what the city administration is doing. It must, first, keep the public informed; and secondly, interpret the actions of the local government. These two obligations should not be confused. The news columns of the good paper give the reader all the news there is about a situation. The old idea that a paper should give "both sides" of a question is based upon the assumption that the actual facts cannot be determined. Quoting one official as saying one thing and another as saying something that contradicts the first, does not help the voter to cast his ballot intelligently; it rather serves to confuse him. There are certain things that are facts, and these are what the paper should print. Before any story is accepted from an official the editor should do everything in his power to verify the facts or supposed facts in the case. If the paper is Republican, the editor's first thought will be that news from a Republican source is true. The real facts, however, will not be printed if they are all taken from a story put out for political purposes.

The kind of interesting, informative news story about community matters that can be gleaned from municipal council or town board proceedings is shown by the following legal notice and the news story that could have been written from it.

(Legal Notice)

PROCEEDINGS OF DOSEY TOWN BOARD

The town board of Dosey met November 6, 1926, in regular session. All members present.

Road petition presented by Adolph Anderson. Motion made by W. C. Chapman that petition be granted. Seconded by Andrew Kimblom. Carried.

Motion made that Adolph Anderson and Olaf Benson be awarded contract from Adolph Anderson's residence east to the Soo Railroad for the sum of $75.00. Seconded and carried.

The clerk was instructed to notify Paul Pahos that gates be put in at Anderson crossing by order of the town board.

Bill of Ivan Krouch presented. Motion by W. C. Chapman that this bill be tabled. Seconded by Andrew Kimblom. Carried.

Motion made by W. C. Chapman that $150.00 fire fund be transferred to drag fund. Seconded. Carried. The clerk was instructed to notify treasurer the above amount stated.

(Suggested News Story)

Adolph Anderson's petition that the road from his residence east to the Soo Railroad tracks be repaired was granted by the Dosey town board at its regular meeting November 6. This stretch of road has been almost impassable in rainy weather during the past two years because of its soft surface. The contract for fixing this piece of road was awarded to Adolph Anderson and Olaf Benson at a compensation of $75.00. The road will have the mud holes that are now causing difficulty filled in and part of the stretch will be graveled.

Because many farmers have complained of the crossing near Anderson's place being open so that cattle could get on the track, the town board ordered Paul Pahos to erect adequate cattle guards at that crossing.

The drag fund received a $150.00 transfer from the fire fund because the board believed that for the remainder of the year the amount remaining in the fire fund would be sufficient and that the drag fund needed replenishing.

H. *News Service about Local Organizations.*—The country reader's interest in people makes him want to know the news about organizations in which these people play a part. The news of the last Rotary or Kiwanis meeting is interesting because it tells about the activities of a local organization as well as because it gives the names of those concerned.

Organizations such as the community club, commercial club, baseball backers, fraternal bodies of all kinds, league of business men, women's clubs, and boys' and girls' clubs furnish news of great interest to community-paper readers. They want to know what these various organizations have been doing, what their programs are, who the persons are that are at the head of the group, what the organization is doing for community betterment. When the organization has a meeting or arranges for any other kind of event, the readers are very much interested in that event.

Local News Has Most Value.—The attempt to classify readers' interests given in the foregoing paragraphs is of value only in helping the student or the country editor do his work better. Local news is the most powerful, the most interesting, the most necessary of all news for the country paper. The above classification is open to the same criticism that can be applied to all classifications, which is that some of the classes overlap. It is very probable, for instance, that connected with every event that happens in the community there will be several people. Municipal government news cannot be given without telling of the work of some persons. In the last analysis, every bit of news ever published is in some way connected with one or more persons. It is hoped that the classification here given will help the editor cover his news field better because his attention will be drawn to readers' interests, several of which are always present in any news story.

This outline applies only to news of purely local interest, that is, news of happenings in the community. Much news with a local angle will be interesting to local readers as well as much general news. The successful country paper, however, is not the one that prints much general news, but the one which is full of live local stories about persons and things in the home community. These local items are the only news that the city dailies cannot give country and small-town readers.

CHAPTER IV

News Sources in the Country Town

Determining Sources.—One country editor said that since his town had 1,000 inhabitants he had 1,000 sources of news. Probably this is overestimating the value of each individual in the town as a regular news source. It is a fact, however, that the editor can consider everyone in the town as a potential news source. There will be some time when each of his acquaintances will know something having news value. The biggest problem in connection with local news gathering is the difficulty encountered by the average editor in judging news sources. Rarely, if ever, is it the case that the editor will know every person in his community; and it is not probable that he will have an equal regard for each of his townsmen. The tendency is for the editor to learn to depend upon a few particular friends of his and perhaps some of his wife's friends to help him get all the news of the town. The result is what can be expected, the paper is full of personals each week about the same people. This is not only inadequately covering the local field, but it is making enemies of all those people who are never mentioned in the paper. The writer is familiar with a country newspaper which has from three to ten items about the same family each week. These items have come to be the laughing-stock of the town and everybody feels that "so-and-so" is editing the paper. If all the items were actually good news, it would be different; but most of them have little news value and are simply reader advertisements for the man mentioned, who happens to have a business in the town.

This situation arises from an agreement altogether too common in small towns, between the editor and some few business men, whereby the business men give the editor news items about all the people who trade with them during the week and in return for this the editor allows them to write several "advertising news items" to help their business. This practice is

to be denounced in vigorous terms. If the country newspaper is to be successful it must be run on a business basis. Free advertising in the news columns does more to ruin the business than any other thing.

The following local news and advertising items, clipped from two and a half columns of local news, were obviously derived from only one source:

> Mr. and Mrs. John Doe entertained Mr. and Mrs. A. E. Brown, Mr. and Mrs. L. Smith, Mr. and Mrs. Geo. Thompson, and Miss Frances at a wild duck dinner Tuesday evening.
>
> Oct. 23d is the last day for handing in books to be given to the hospital at Plymouth. If you have any books of fiction that you would like to donate to this worthy cause, kindly hand them to Mrs. John Doe.
>
> Remember that you can purchase your Singer sewing machine on the installment plan from us. John Doe Hardware.
>
> We have three four-tube radios, which will be sold to the first one with a ten dollar bill. John Doe's Radio Store.
>
> Mr. and Mrs. John Doe spent the evening last Sunday at the home of Mr. and Mrs. J. W. Peterson near Baden.
>
> On Monday John Doe, together with Art Burdick and Dick Smith, were up near Uptown and installed a Magnavox radio for Sam Jones. Mr. Smith brought back two Holstein cows in one of Wagner Bros.' trucks.
>
> Come in and see the new five-tube Crosley radio sets, in both one and three-dial models, at the lowest possible prices. John Doe's Radio Store.
>
> On last Saturday Edward Kuhn, Mr. Phillips, and John Doe erected a Monitor self-oiling windmill for Joe Donne south of town.
>
> John Doe and Mr. Beekman, the Caloric furnace man, autoed to Seamore on business Thursday.
>
> John Doe was at Carlson on furnace business Wednesday.

Need of Many Sources.—The country editor has need of many news sources. He must try to cover the local field entirely each week, and he cannot do this if he gets his news all from one or a few people. He would do far better to have the idea that every person in town is a news source than to

suppose that only a few are worth going to see. It is not wise to accept all news from persons in one business, because every business place has many things happening in it every week and all of these things that are news should be printed. Taking one man's word for what has happened in his competitor's business is sure to give an unreliable story. That competitor can be seen and the reliability of the news checked. Fifty news sources that give only one story apiece are worth far more than one source that gives fifty stories.

Testing the Reliability of News Sources.—The fact that a man is a personal friend of the editor does not mean that he is a reliable news source. It is to be hoped that the editor will try to make personal friends of men who are dependable, but this is not always the case. There are few people in a small community that are not interested personally in any project carried on, but their side is not always the only side to the question. In stories of things affecting the community at large, such as school affairs, bond issues, paving and street improvement projects, municipal government affairs, public service concerns, etc., the editor must constantly be on the alert for the fellow with "an ax to grind." In gathering such news the only way the editor can be sure of getting the facts is to consult many sources. The fact that a man holds a responsible position in a community does not make him a reliable news source. The possibilities of getting all the facts from him may be less. Checking news by the use of many sources is the best way the editor has of being sure that what he prints is the truth.

Rumor.—The story which just seems to "grow" without anyone really knowing its foundation, is the biggest bugbear of the country editor. Often everyone will accept the story as true, and it will be printed in the paper, only to be followed, the next week, by a retraction. When this is done it shows that the editor did not get the facts but accepted a rumor. Nowhere is this more patent than in the mistakes in names found in country papers; and nowhere does it do more harm to the paper. A retraction never corrects the error; it merely seeks to smooth over a bad mistake, and it always makes people think that the paper cannot be relied upon. To say, "Rumor has it that John Jones was arrested yesterday on a

charge of drunkenness," when the person was David Jones and the violator was not arrested for drunkenness, is a gross error. It lowers the reputation of an innocent man, even though the statement be retracted the following week, and it lowers the reputation of the newspaper.

Making Rumor News.—Rumor is one of the best aids with which the country editor can collect news, but it is only an aid. It affords the editor a chance to get the facts for a good news story. He can get these facts by tracing the rumor until he has found out what actually happened. If some one says a thing happened, and there is no way to check the facts, let the editor quote that person as saying so and the reasons he gave for his statement. Rumor at best is only a means to an end and that end is the securing of news that tells the truth and all of the truth. If the story cannot be verified, the country editor will do better to leave it out altogether than to say, "Rumor has it, etc."

The Country Editor's News Run.—There is often only one "news run" in the country town and that is the whole town. Generally, too, there are only one or two men to make this run and they must make every possible news source every week if the paper is to give a complete news service. This run will consist of every place in the town where there is a chance to secure a story or to hear a rumor that will help to get a story. If there are ten stories in the town, ten of them should be visited. If there are twenty-five offices in the city hall and the courthouse, visiting only twenty-four of them is admitting that the paper does not get all the news, unless the twenty-fifth office was not in operation.

The country editor's news run should be as definite and well planned as any city run. If the places the editor visits in his quest are left to chance, some source will be overlooked. He should have a very definite idea when he leaves the shop where he is going, and how long he can afford to spend there if he is to get around to all sources. A workable plan is to visit all those places that can be made without an unnecessary waste of time in going back and forth. If the town has only one business street there will be time lost in going to a place on one side of that street and then to a place on the other side. Time is money for the country editor, and good planning in

making the news run will save time. System in visiting news sources is important no matter how large or small the town is.

Personal Sources.—Individuals are the most prolific sources of news in the country town. Not every person in the town has a nose for news, and even though he hears much that would be news material he may not remember it when the editor talks to him. There are always certain persons in a town who have a greater opportunity to come in contact with people than others. There are some who seem to know everything that is going on, from the birth of a baby to Mr. and Mrs. ——, to the underhand methods being employed in the school election. Whether they get this material through conversation with neighbors, a constant prying into other people's business, just gossip, or from personal observation, makes quite a difference in the reliability of their news, but it does not make any difference in the possibility of a news story in every case. The local gossip is often the best news source the editor has, *i.e.*, in giving him clues to good stories or to personals. It will not be out of place to say that the editor's main business is also to keep on "prying into other people's business" when that business concerns and interests the community at large. How else would news be found? The editor should make a friend of the local gossips, and get all the material from them he can, unless he finds by trying to verify his news that any one of those persons has no regard for the truth and is trying to discredit some one. This is often the case, but if the editor is alive to his responsibilities such stories will never see the printed page.

There are many other people who have a chance to hear and see much news because of the nature of their businesses. These persons are generally quite dependable sources of news. The telephone operator has been lauded as one of the editor's best news sources in the country town. It is true that a telephone operator hears much that the community talks about, but she also hears much that the community at large has no right to hear about. The distinction between a man's private affairs and those the public has a right to know is a very nice one and one which many country people fail to recognize. Most telephone companies give their operators to understand that

they are to tell nothing that they hear over the wires. The only news that the editor has a right to print that he gets from telephone operators is news which he has verified by going to the party concerned. This is a great deal, and the possibilities that the editor can legitimately get from the telephone operator every week will be numerous. News of visits, travels, parties, and events of various kinds will be heard of through conversations over the wire. When checked, they make good news items.

Places as News Sources.—Those places which are visited by the greatest number of people each day are the best sources of news for the country paper. When people get together there is conversation and in it all the things of interest to those people. The editor will therefore find it to his advantage to visit these places as often as he can. The local post office is a fine example. There the people come to get their mail and stand around while it is being distributed. Men meet who do not see each other every day and they talk of what they have been doing, what their friends have been doing, what they have heard, and usually express many of their own ideas of things. It is the one best place in the small town for the editor to get his fellow men's opinions on community matters. The postmaster will also be a good personal news source since he sees many people every day who have come to town and generally learns what they came for without asking them.

Visiting the trains for the purpose of getting personals is a practice employed by many country editors. Here they learn of arrivals and departures and the supplementary news facts. There is no doubt that much good news is learned at the trains, but there is also no doubt that if there is one place that a person doesn't like to be queried, it is at the train. Furthermore, the editor can get most of this news from other sources in the town and do it without offending anyone. The old method of accosting everyone who alights from the "limited" and asking him all about everything, having the trusty notebook in hand all the time, is worn out. There are other and better sources of news. The editor can well afford to meet the trains to get all the angles he can on news, such news as he can get by conversation with others at the depot,

and then can verify this news and write it at the office. If a reporter can't depend upon his memory for anything, he is not in the right business.

If the town is a county seat, the courthouse is a good news source. There are many offices here to which people from the whole county come to transact business. The conversational possibilities are also great since men meet who have not seen each other for a long time. Most courthouses in country towns are gathering places at certain times of the year when many meetings are held there. There is also a vast amount of news that can be gleaned from documents kept on file at the courthouse offices. When court is in session the editor should, of course, be present or have some capable person there to get the court news.

All gathering places, such as club rooms, billiard parlors, some barber shops, some garages—everywhere that people come together for common exchange of ideas and for fellowship—are good news sources.

"Things" Which Are News Sources.—Persons and places are news sources, but there are certain things which will also furnish the editor with much news. Documents of all kinds will often furnish the editor with news material. The records of the city council, the community association, civic organizations, lodges, clubs, etc., will be included here. The old files of the newspapers are one of the best sources of feature news. The school or public library contains many current books and publications which the editor may review for his readers or in which he may find stories of local interest. Exchanges are a good source of news and will be discussed in detail later.

Care should be taken that the document used as reference is reliable. The files of the paper may be so considered but may be checked by the memory of old-time residents or by comparison with other documents if any doubt arises. Documents of lodges, councils, etc., can be checked by officials and sometimes by comparison with other documents. Books and papers in the library can be checked against each other.

The following list of news sources will probably not include all found in some towns but will suggest many more possibilities.

County Judge:—News of marriage licenses and marriages, probates of estate, wills, visitors transacting business, mothers' pensions, magistrate court cases, interpretations of laws.

Clerk of Court:—Court proceedings documents, cases in court, naturalization papers, visitors on business.

Auditor's Office:—Hunting and dog licenses, tax records, bids, reports of county commissioners' meetings and business, election records, visitors, all county business such as roads, bridges, county farm.

Treasurer's Office:—Taxes paid and unpaid, expenditures of county, problems of collecting taxes, helps to taxpayers in sending in taxes.

Register of Deeds:—Transfers of property, mortgages, abstracts of title with transfer, visitors.

Coroner:—Accidents, sudden deaths, murders, suicides, funeral arrangements—since the coroner is a practicing doctor, general county health news.

Sheriff:—Arrests, prohibition activities, general condition of county as to lawlessness, occupants of jail, details of crime apprehension, inspection of dance halls and dances (in some states).

County Farm Advisers:—General farm news, helps and hints to farmers, news of particular problems of farmers, scientific agricultural news.

County Superintendent of Schools:—General news of schools of county, teachers' examinations, teachers' meetings and institutes, travels of county superintendent, inspections.

All Offices:—Personals about the people employed, personals about people doing business there.

Post Office:—Personals from the postmaster on people who have come in during the week, business of mail order houses, new postal laws and rates, instructions for insuring mail delivery, changes in personnel, items from conversation of bystanders, opinions of local people on affairs.

Schools:—Personals of teachers, projects of various grades, housing conditions, alumni news, organizations such as school orchestras, glee clubs, etc., sport news of all school athletic teams, night school news, attendance records, school paper.

Barber Shop:—Personals of those coming to town, visitors in the trade, personals of personnel, number of women

customers, bobbed hair tendencies, changes in equipment or building.

Billiard Parlors:—Personals of visitors, exhibitions, pool tournaments, bowling leagues and tournaments, improvements, sport news, checker and chess tournaments.

Attorneys' Offices:—Legal business, visitors, court news, interpretations of laws and ordinances, notary public business.

Hotels:—Guests, traveling men, tourist news, improvements, number of guests during the week and states from which they came, personals from conversation with hotel keeper.

Stores:—Personals of personnel, visitors and customers from out of town, trend of buying, general prices paid for produce, accidents, improvements.

Abstractor's Office:—Abstracts of title and visitors on business. Personals.

Elevators:—General prices paid for all grains, number of men selling grain, quality of grain being sold, amount, number of threshing rigs from which grain comes and their owners, etc., farm news, personals.

Doctors' Offices:—Deaths, births, general health, visits to sick, personals of visitors, operations, physical examinations, epidemics, health suggestions.

Magistrates:—Violations of ordinances, marriages, trials, fines, sentences.

Clergymen:—Marriages, funerals, church announcements, church parties and socials, meetings in churches, special lectures, rallies, revivals, evangelistic meetings, Sunday school news, bazaars, rummage sales, summer conferences and encampments.

Tourist Parks:—Stories of interesting people camped there, number of people using the tourist park, condition of the park, condition of roads used by tourists, news of other communities in which tourists have camped, needed improvements or those made, stories of local interest of tourists.

Depot:—Train news, changes in time-table, changes in fares or traveling conditions, personals of arrivals and departures, improvements in depot, news from conversations, produce shipped, merchandise shipped in.

Chairman of Board of Health:—Sanitation and hygiene con-

ditions, better health campaigns, clean-up week, disposal of garbage, guards against disease, hints on personal sanitation, disposal of ash heaps and slop piles, problems of those keeping cattle, horses, chickens, hogs, inside the city limits.

City Council:—New ordinances, minutes of meeting, paving projects, street improvements, park improvements, regulations on public service franchises, elections, municipal taxes, town additions.

Chief of Police:—Violators of ordinances, arrests of speeders and parkers, helps in preventing crime, news of the night watchman, police calls.

Fire Chief:—Fire calls, firemen's balls, carnivals, corn roasts, clam bakes, fire prevention, fire fighting apparatus, personnel of fire force, how to put in fire call.

Telephone Operator:—Local news such as visits, travels, proposed parties, dances, meetings, advance notice on arrivals.

City Water Works:—Condition of plant, equipment or improvements needed, water supply, regulations governing use of water, hints at conservation in times of drought, pumping hours, sewer improvements, water analysis.

Lumber Yards:—Amount of lumber sold, new houses being built, lumber going to country buyers, kinds of lumber for different purposes, building in general, personals of lumber buyers, sales of tar paper, roofing paper, etc., in preparation for winter.

Garages:—Number of cars sold, number sold to country buyers, number to city buyers, kind of cars sold, delivery problems, personals of customers, news from conversations, changes in models, result of changes on car sales, new models, accidents necessitating repair work, road trips, livery trips, road conditions, best routes to neighboring towns.

Rural Agents:—Farm news, road news and improvements, country personals, meetings, school activities, parties, dances, socials.

Coal and Ice Dealer:—Coal supply, delivery problems, preparation for winter, how many buy in summer for winter supply, kinds of fuels used most, locality from which fuel supply is derived.

Public Service Utilities:—New rate regulations, improvements in service, stoppage for repairs, improvements in equip-

ment, new houses wired, number of electrical appliances in use in homes, new appliances, advice to gas users, their side to public utilities controversies, franchises.

Non-Public Institutions (Such as factories, flour mills, etc.): —Personals of personnel, accidents, new equipment, improvements, amount and distribution of production, amount of raw material used and where it is obtained.

School Board:—School taxes, bond issues, needed buildings and equipment, laws pertaining to school children, minutes of board meetings, school elections, elections of teachers for coming year, salaries, expenses of schools, promotions of teachers, new courses provided for such as manual training, physical education courses and domestic science, changes in old courses.

Presidents of Lodges:—Fraternal functions such as dances, parties, meetings, minutes of last meeting, new members initiated, campaigns sponsored, lodge dinners, arrangements for meeting place, purchase of lodge rooms or building, conventions and conferences.

Community Organizations:—Functions held or to be held in community halls, finances of community associations, purposes of same, shows coming or past in community show houses, plans for building or purchase by community associations, election of officers, minutes of meeting of association.

Commercial Club:—Minutes of meetings, campaigns for civic welfare, booster advertising campaigns, events sponsored, out of town speakers, plans for meetings, plans to bring new industries to town.

Restaurants:—Personals of out-of-town visitors, changes in equipment or service, banquets and parties served.

Meat Markets:—Personals of visitors, out-of-town buyers, how much meat is sold in town, how much in country, how much to other towns, where stock is purchased, general conditions and prices in buying stock, inspection of meats, sanitary meat handling.

Contractor's Office:—General building conditions, new houses going up, repair supply of building material, trends in cost of building.

Radio Dealers:—Latest development in radio construction, new stations heard, long-distance records, new radio services, hints for radio lovers, radio for the farm, radio programs that

can be received by local people, new radios installed, radio problems answered.

President of Ladies' Clubs:—Society news, personals of members, plans, meetings, campaigns for civic betterment, social studies and papers on same.

Photo Studio:—Personals of customers, personals of out-of-town people who came to have pictures taken, examples of good amateur photography, photo clubs, hints to amateur photographers.

Hospitals:—News of patients' condition, arrivals and dismissals, accidents, operations, improvements in service or equipment, number of inmates, personals on patients from out of town.

Public Libraries and Reading Rooms:—New books, rules and regulations for use of books, tendencies in modern readers, need of more library facilities, number using library, number of newspapers coming to library, how to use books, book reviews.

Assessor's Office:—Township and county statistics, personals, valuation of crops and farm property, variations in values of property.

Recognized Political Leaders:—Political news of all kinds, voting situations, number of voters registered.

All Supervisors:—Of roads, institutions. News about what the person supervises.

Auctioneers:—Sale news, personals.

Theaters:—Programs, favorite films, coming events, prices, new developments in moviedom, improvements in buildings or equipment.

CHAPTER V

Collecting Local News

On the Street.—Because most country editors must attend to the business of the newspaper, they feel that they have little time to devote to collecting news on the street. The amount of news that can be secured by the editor's personal observation on the street is worth all the time it takes. In country towns, every street corner is the meeting place for groups of people who stop to pass the time of day. Chance conversations with friends that the editor will have on the street will give him many news angles. Once outside the shop and the possibilities for news stories are many.

When Mr. Brown stops to say "Hello" to the editor, that is just the beginning of the conversation. The next thing he will say may be that he has just heard from his son who is located in the next state and that the boy will be home for a visit the first of the week. That is a story. The editor should not leave Mr. Brown until he has all the facts concerning the boy's stay in town, where he has been working, where he will spend the rest of his vacation, and when he expects to leave the city.

The next thing that the editor will see worth a news story may be a car accident, a load of furniture being moved, streets being repaired, or what not. Each one is worth a story when all the facts have been secured. Most editors spend enough time talking to people to get all the news in the town, but they often fail to remember that they are out to get news and not to be entertained. More time can be profitably spent collecting news on the street than is now devoted to it, but the editor must have his eyes open for news all the time.

The Need for Friendliness.—An editor who is "sour on the world" and who tries to be as aloof as possible from his fellow men, has a poor chance to get news from personal sources. If the city reporter finds it to his advantage to have friends on

his run, how much more important is it for the country editor, who must associate with these people practically every day. Make friends of everybody that you can and you will find that your problem of getting the news is no longer a problem. These friends will remember you from week to week; they will want to see their friends mentioned in the paper, and they will be ready for your visit with all the news they have been able to get. Confidence is given only to one who has showed that he is worthy of it. No one tells his troubles and his joys to a stranger or to anyone that hasn't time to say a kind word in the regular operation of his business. Sincerity of purpose and amiability in conversation are necessary if the editor is to have any personal news sources of value.

Helps in News Gathering.—City reporters learned long ago that everyone on their beats could help them in gathering news if they could be induced to remember what happens, and to give the facts to the reporter when he comes around. The country editor has an advantage over the city reporter in that all the people of the town know him and know that he runs a newspaper. His friends can be used to help in gathering local news. The best system the writer has seen was as follows: Twenty or more persons located in the courthouse, stores, offices, etc., were supplied with a personal scratch pad and a pencil which were kept in a certain place within convenient reach. These friends were asked to jot down everything that was news that happened in their places. Twice a week the editor collected these notes and wrote them up for the paper. There is no doubt that many things of interest never were written on the pads, but the editor secured many items in this way that would not have been found otherwise.

Another editor printed several cards, saying, "Tell it to the *News*," and posted them in conspicuous places about town. Reminders like these help in covering the local field and anything that brings in an item is worth doing. Other cards used to help get local items may have such suggestions on them as "Where are you going? Call up the *News* and tell us about it"; "How can we print everything that happens if you don't let us in on it?"; "Is that so? Somebody else might want to know about it. Phone the *News* and see it in the paper this week."

A paragraph or a three-line reader in the paper, saying, "The *Press* wants to know about all your parties. Help us make a good newspaper by telling us of the happenings you know

The Chatsworth Plaindealer

APPRECIATES your assistance in obtaining the news of the community. Every fact that informs, interests or pleases is news; the more people it interests, the more valuable it is. A news item should, if possible, answer the questions: who, where, what, when and why? Read the list of suggestions. If it reminds you of an item, please jot it down and give it to The Plaindealer.

WHAT DO YOU KNOW ABOUT—

Accidents
Advertising
Auto Trips
Amusements
Anniversaries
Annual Meetings
Balls, Dances
Basket Ball
Band activities
Births
Birthday Parties
Board Meetings
Building Notes
Burglaries
Business Changes
Card Parties
Chamber of Commerce
Church Matters
Coming Events
Crops, Yields
Deaths
Dedications
Entertainments
Factories
Fairs, Bazaars
Farm Conditions
Fires
Former Residents
Holiday Visitors
Hospital Notes
Improvements
Installations
Lectures
Live Stock
Local Clubs
Lodge Doings
Marriages
New Firms
Obituaries
Parties
Personal Items
Picnics
Pioneer History
Politics
Public Meetings
Radio Notes
Real Estate
Receptions
Removals
Reunions
School Matters
Sickness
Social Affairs
Sporting Notes
Trade Comments
Travel Notes
Want Ads
Weather

One of the helps that the *Chatsworth* (Ill.) *Plaindealer* uses in collecting local news is this reminder card which is given to certain members of the community.

about, etc.," will make it easier for the editor to fill the local page. These requests will not do the work of news gathering alone, but they will help the editor in finding out about the things that will make good news stories or personal items when he has secured all the news facts.

Blanks may be given to the doctors, preachers, and magistrates upon which they can record the facts concerning marriages, births, deaths, etc., that will later be amplified into news stories by the editor.

Collecting News Through Conversation.—"What do you know that's news today?" is the exact question the editor should *not* begin his conversation with if he expects to find any news. Rarely is a person found who, if asked if he knows any news, will be able to tell the editor about a single important thing. Most people have too many things to think of in their own business to worry about the editor's most important function. Even when they have intended to remember something for him, when confronted with a definite request for it, they forget everything they had in mind. A conversation beginning with anything but the exact subject of news is to be desired. Remarks about the weather may lead to other remarks that hold much news value. "Terrible storm we had last night, wasn't it?" from the editor may provoke a complete recital from Mr. Brown of the damage the storm did to his farm, to his neighbor's house, and the many evidences of the storm which he saw while on the road to town.

After all, it is the editor's business to be interested in what the other man is interested in, which is—his business. The human mind tends to hold the thought that the person wants to hold. The editor wants to know what the other man is thinking about, for that is the substance of a news story. The other party thinks of many things but "news" does not associate itself readily with anything in his mind. There are, furthermore, many reasons for catching the person who is the source off his guard. When he talks freely as in ordinary conversation he gives the facts as they are in his mind, before he has a chance to think whether or not he should make just that statement. After he thinks it over he is much more likely to tell what he thinks he ought to say for business or personal reasons. If the word "news" does not associate itself with any-

thing in his mind, he can only reply that he can think of nothing. The weather, a local situation, any general remark will call to his mind a number of things in which he is interested. From the variety of incidents and situations that he talks about because he is interested in them the editor can get several clues to news stories. If a specific question is used to open the conversation, the association of ideas in the person's mind will be narrowed to the few things that he happens to know about that question.

Conversation vs. Interview.—There is much difference between getting news through friendly conversation on the street and getting it through an interview. In the latter case something very definite is sought and the question must be specific. When all the news possible is the aim in mind a more general flow of conversation is better.

Getting people in a small town to talk is a simple matter when the editor talks to them as a friend. If he has the air of being a busy newspaperman in his everyday conversation with friends, he will get little information. The country town is different from the city in this respect. The city reporter who is a stranger to the country people will find it more difficult to get news facts from them than he will to get facts from people in the city. In the city everyone is used to seeing strangers; in fact acquaintances are rare. In the country town it is the opposite and a stranger is regarded with something not far from suspicion until he has become acquainted with the townspeople. There is an element of disfavor that can be overcome only by establishing friendly relations. This situation is hard to appreciate until one has actually lived and worked in several country towns and experienced it. Country people are very friendly—when they feel that the newsgatherer to whom they are talking is one of them.

Planning the Conversation.—It is the editor's business to direct this conversation in any direction only when he has discovered a news angle that he feels is worth tracing up. Until that angle is discovered, and sometimes it will only be after several minutes of conversation, he can best enjoy a friendly, ordinary, easy-going talk with a friend. Even when a news angle is discovered, the editor must usually avoid appearing to be transformed into an interviewer. Direct questions which

will bring out what the editor wants to know may be used in conversation on the street, but only when the editor is actually interested in what he is talking about. Furthermore, these questions should always appear to arise out of the preceding conversation and not seem to be devised for a definite purpose. Nothing is more irritating to the country person than to feel that some subtle force is at work on him. The pleasure is all taken out of the conversation by such a feeling and when the process is no longer pleasurable to him he has no interest in it. He does not feel that he owes the editor anything.

Getting the Facts.—Keeping in mind the fact that you are the editor of a country newspaper, what facts will you find in the following casual conversation which will furnish clues for news items or complete stories? The following is an actual conversation with the names of the parties changed. The editor meets Art Craven, manager of the local baseball team on his way to the post office in the morning.

"Morning, Art. Where to?"

"Have to go down to see how Joe is this morning. I doubt if he'll be able to play with us Sunday."

"You don't say. What happened to him?"

"We were practicing last night and you know where that old post sticks up out in left field? Well, Joe was after a high one and he fell backwards over that. Hurt his back some I guess."

"Tough luck. Who will take his place?"

"For this Sunday's game with Creighton we can get Jim Peters from Hoople. He's good. Bobby Brown is pretty young but we can use him, too, if we have to. That would save us some money and we need all we have."

"Didn't the subscription go over?"

"Yes, it went pretty well, but we haven't had the crowds at the games that we should have had. They don't back up the team, and we have won all but one game this season. I can't be here Sunday, either."

"How's that?"

"I just got word from my father in Weston that my brother Dick is to arrive there from Oregon and can only stay a week. I won't be able to see him if I don't go Sunday. He's been out there working for the Terrence Valley Fruit Company for four years. I'll have to trot along now. So long!"

The stories which were written as a direct and indirect result of this conversation follow:

No. 1.

Joe Holley, who deals in real estate for a living and plays baseball with the local team for pastime, was injured last Tuesday evening when he fell over an old post in the left field of the baseball diamond. The old post has been sticking up in a dangerous position all summer, but it is so far out that no one ever expected to see a ball knocked out to it. One of the men who was batting "flies" to the outfield in Tuesday evening's practice was forced to come nearly to third base in order to get a returned ball and batted one from there. It came in Joe's direction and in running backwards with his eyes on the ball he did not notice that he was approaching the post. He suffered a sprained ankle and injuries to his back which will not permit him to play baseball the rest of the summer.

Joe has played baseball with the local team for the past five years and has come to be relied upon as one of the main standbys in a fast game. Manager Craven feels that his loss will make a material difference in the strength of the team.

No. 2.

Subscriptions totaling nearly $900 have been received to date by the secretary of the local baseball association and more are expected. The subscriptions ranged in amount from $1 to $100, every business place in town being represented on the list of subscribers. According to Manager Art Craven, this amount of money will not be sufficient to run the team for the entire season unless the crowds are better at the coming games than they have been at the games that have already been played. Bad weather accounts for the poor crowds at two of the games but local people have not backed the team as those who are sponsoring baseball wish they would. Manager Craven believes that, with fair-sized crowds at the rest of the games, the association will come through the season with good financial success.

No. 3.

Jim Peters, one of the baseball players of Hoople and a man who has been in

action on the local diamond many times, has been engaged to play Sundays' game here with the local team against Creighton. Peters is an all-round baseball player and will be worked at several different positions. He will probably play a field position if things go smoothly and may be used to twirl a few if he is needed. Peters is coming to play Sundays' game in the place of Joe Holley who was injured in a practice session last Tuesday evening. Bobby Brown, a local boy, will play part of the game.

No. 4.

Mr. and Mrs. Arthur Craven and two sons leave early Sunday morning for Weston, where they will visit until Monday noon with Mr. Craven's parents and his brother Richard. Richard Craven has been employed by the Terrence Valley Fruit Growers Association in Oregon for the past four years and this is his first visit home in that time. He has only a month's vacation, ten days of which will be spent at the home of his father from where he will go to visit a sister and another brother living in Colorado.

Collecting Personals.—Local items or "personal" items do not offer the difficulty of checking reliability that stories affecting the whole community do. Yet they are often only rumors at the start. If the one from whom the personal is received knows exactly what happened from personal contact with the subject of the item, or from personal observation, the editor's job is considerably lightened. If he says only that he "heard so and so" the editor must ask other people about the same thing until he gets several accounts that check.

Relatively more time must be spent collecting personals for the country paper than in getting the material for the larger news stories. The extra work is well worth while, however, because personal items are the backbone of the country newspaper and nothing is so much appreciated by country readers as a good full local page. If these items are of great importance they are also the cause of much intensive work in the way of making the information they contain reliable. A mistake in the local columns will be noticed before any story on the front page is read.

Getting the News of Local Functions.—Perhaps it is the multifariousness of the country editor's duties that keeps him from getting news of events first hand; perhaps it is because he has decided that he can get news easier from his friends. Whatever the cause, the country editor does not attend all the meetings that he could; he does not get the news first hand that he could get. There are few meetings in the country town that the editor could not attend if he wished. There are still fewer that some member of the staff could not attend. The editor will always make it a point to see that the meeting of *his* lodge is recorded fully, but he will forget to attend a meeting of the local band members and their backers. City papers send a reporter to "cover" all important events, and as a result the news they get is more accurate and is more complete. If the community association holds a meeting in the town, the editor should consider it his privilege as well as his right to be present and learn what takes place. If the Mothers' Club meets, it will be perhaps impossible and unnecessary for the editor to attend the meeting, but some one should be there representing the paper. Ofttimes the editor's wife does it very well. If the Republican party holds a caucus in the courthouse the editor should be there, even though he is a Democrat. The writer worked on a newspaper for a political organization for three years during which time he attended meetings of the parties fighting the organization for which he worked. Once the members of an organization find that the minutes of their meeting will be reported correctly and with due regard for the rights of all, the editor will find no difficulty in gaining admission to their sessions.

Meetings of religious organizations other than the one to which the editor belongs can also be covered. This is not so easily done in the country town. It is seldom, however, that the editor is refused admission to a public meeting of another religious organization. When secret sessions are held, *if the general public is affected,* the news item will give all the facts and information that the editor can get about the meeting from reliable sources.

Representatives of the Press.—The editor can't be a member of the local chapter of the W. R. C.; he can't be affiliated with an organization to which men are not allowed; often he can't

attend meetings such as those of women's clubs; but he can always arrange to have the minutes and proceedings of that meeting accurately recorded. Every organization should be encouraged to have a press representative. Most women's clubs today have some one officially delegated as the press reporter or correspondent who writes the news of that organization for the local paper. If there is no such person in the organization at present, the editor can see the president of the group and make arrangements to have some one so appointed. He can generally secure some one in the club who knows something of writing for publication, or some one who at least can accurately report all the essential news facts. More often the problem is not to get enough news from these organizations, but to persuade them that much of the proceedings is not news for the general public. Never will the notes be just as the editor wants them. The news will one week be too scanty, the next week too plentiful, sometimes full of nonessentials, and sometimes lacking in sufficient news facts. Whatever the result of getting news through a regular press correspondent, it will be much better than trusting to a conversation with some member who happens to be a friend of the editor, but who takes no particular note of what goes on at the meeting. It has the added advantage of being a regular service, and generally a fairly satisfactory one, both to the editor and the readers.

Town press correspondents can be aided in the preparation of their material by suggestions just as the country correspondents are, and the editor, of course, reserves the right to copy-read their contributions. If this is not understood at the start there will be no end to the misunderstandings that come about later. Instructions as to what is the office style, what the paper will and will not print, news values, etc., is a part of each correspondent's instructions in town or country.

CHAPTER VI

News Writing for the Country Paper

It is not the purpose of this book to attempt to teach the fundamentals of writing news stories. That subject has been treated very competently by other writers and if the student is not familiar with the fundamentals of news writing he is advised to get this knowledge before beginning the study of country journalism. This chapter will treat only of those phases of news writing which are peculiar to the country paper and will try to show the differences between writing news for a city daily and for a country newspaper.

The Different Types of Readers.—News in the city paper is written for a class of readers, or for many classes of readers, who have little or nothing in common. They are always busy and must read their papers in a few minutes a day while on the road to work or in the evening after work. For this reason the news in the city daily must be very concise and as brief as possible. Only the main facts in any story are read by the majority; the rest of the story goes unnoticed, which is the reason that the lead or the beginning of the story has become so important in city journalism. The most important thing in the whole story must come first and it must be so worded that a reader can get the gist of the news by reading only the first paragraph. This necessity has brought forth the "summary" type of lead, which is the whole story in brief. The city paper could not be well written with any other type of lead, for all of the facts could not be put forward in such concise manner. The most striking or unusual feature of the story is played up in city journalism in order that the interest of the reader be aroused immediately. This striking feature may be any one of several things: the name, place, time, cause, result, event, or significant circumstance, whichever will catch the eye of the reader the quickest and hold his interest the longest.

In country journalism many of the circumstances are different. The readers of the country paper have much in common, where the city readers have little. The country people generally know most of the persons about whom the news is written and that is their chief interest. They all belong to one community and anything that concerns that community affects them and they are interested in knowing about it. They are more interested in knowing who the person was who found a treasure than they are in the treasure itself, but they want to know about that also. Furthermore, the readers of the country paper are not in a constant rush as city people are, but, on the contrary, they read their paper in their leisure time and they have enough time so that they read all of it, every word of it, every word in the news stories and all of the ads. This condition affects the way news stories are written in the country papers. It makes it unwise to begin with the striking thing when that thing is certainly not the most interesting thing to country readers. All of the important features of a story must be included, but they do not have to be crowded into the summary lead as in the city daily.

The Lead in the Country Paper.—It should not be thought that any kind of lead will do for a story in a country paper; every lead must be well written and full of news. The difference in the lead in the country paper and that in the city paper lies in the matter of emphasis more than in choice of material. While the story in the city paper features the most striking thing because it is the most interesting to a group of people with mixed interests, the lead in the country paper features the thing which is the most interesting to a group with common interests. When you meet an old friend the first thing you speak of after you have inquired concerning each other's health is your mutual friends, the people you have known before. When a country reader reads a news story of some happening, the first thing he wants to know is not, "What peculiar circumstance makes this story different from all others?" but rather, "Who is the person to whom this happened; was it a friend of mine?" After his curiosity is satisfied concerning the person in the story he will want to know all about how it happened, but this is of secondary interest.

Perhaps a farmer was injured while plowing his field be-

cause some part of the plow accidentally came loose and caught him in the leg. This is unusual and would be the feature of the lead if judged by city news value standards. To the men and women who know this person, however, the most important thing in that story will be *the name of the injured man.* They do not read stories of crime, accidents, etc., because of their interest in the thing itself but because they want to know what is happening to the persons they have as friends and neighbors. If you are not convinced of this, ask a country reader what he reads first; and he will tell you the personal items, so that he may see what the rest of the community has been doing.

The lead in the country paper is therefore different from that in the city paper because it must tell more of the person in the story and less of the unusual features of the happening. The lead must be complete just as it is in any city paper, but the emphasis placed on different parts of the story is much different.

Playing Up Names.—Because of this interest that country readers have in their fellow men, the lead in the country paper very often features the name of the person to whom the news happened. Names are the source of all news in the small town, and they are the best means for catching the eye of the country reader, and keeping his interest until the story is entirely read. When names are not played up the story loses its flavor for country readers, no matter how well the rest of the story is written. Little they care about getting the facts in a concise and clear way if they do not know the person in the story or some one who does know him intimately.

The following leads of local news stories were clipped from several community newspapers. Notice the great number of persons mentioned; names are featured more often than anything else. The fact that the new automobile tags are out is not interesting to local readers, but the fact that motorists in the county are getting them is strong local news. Notice the way in which the name of the town is frequently played up to attract and interest the local reader. The little phrase "just south of town" is a powerful interest holder, and the country editor knows it. "People of Jefferson County" is more important in a local story than all the facts and figures about the

paving project. "On Main Street in Brockway" gets the interest of every local reader who knows where Main Street is. The unusual circumstance about the way a man broke his leg is of secondary importance, with the man's name taking the place of prominence. Even a fire, the kind that the city reporter would be sure to write up in the words "Fire destroyed," is not the chief thing when the local fire company played an active part in the happening. Although no one was injured and the cars little damaged, the accident happening to a local young woman was good local news with her name featured. The obituary lead tells local readers at the beginning that it was "Tom" who died. It is the "automobile population of Logan County" that interests local readers.

These leads are here inserted just as they appeared. Some have a touch of comment or color in them, but they all show the way country editors play up the thing that is of greatest local importance.

Judge and Mrs. Harry E. Newman and family left Lakewood Friday for Pocono Pines, Pennsylvania, where they have taken a cottage for the balance of the summer, where Judge Newman will recuperate from his recent illness.

Queen Anne's county automobile owners this week received the forms to be used in making application for the new 1926 license tags.

Another indication that Bellows Falls has turned the corner and is about to show the wide, wide world, is to be found in the fact that real money, quite a bit of it, is dribbling steadily into the hands of Everett L. Clark, secretary of the Bellows Falls Chamber of Commerce, as the result of a careful canvass that is being made this week of the business interests, professional and retail men of the community.

The big irrigated ranch just south of town, known as the Milner ranch, of 800 acres, all well watered, has been bought by a colony of Nebraska farmers who will sub-divide the big place, cutting it into 20 and 40-acre tracts, placing it under intensive cultivation, and making a number of improvements.

The people of Jefferson county have in mind taking part in the paving program for the upper Snake River valley, and paving across that county from the Bonneville to the Madison county line, a distance of seven miles.

The contract for the bridge over the Toby on Main Street in Brockway has been let to the Ferris Engineering Co., of Pittsburgh, Pa., contingent on the plans being approved by the Waterways Commission.

John Harnett of Fifth Avenue while at work on the state road construction job near Keating had the misfortune to break his leg near the ankle.

Splendid work by the Community Fire Company, Millington, assisted by the Good Will Fire Company, Centreville, and the Chestertown Fire Department, prevented the destruction by fire of Crumpton last Wednesday morning.

A Ford coupe driven by Miss Neta McFee, county home demonstration agent here, was badly damaged Monday afternoon in Jackson when it was struck by a Lincoln machine driven by an employe of the McCuan Motor Co., of Jackson. Miss McFee's car received a bent fender and axle and a blown out tire in the collision. No one was injured.

W. P. Medlin, familiarly called "Tom" among his many friends and acquaintances, and one of the best known and prominent citizens of this city, died suddenly at his home yesterday morning from a stroke of apoplexy. He was 52 years old. The entire town was shocked and grieved to learn of his death.

In behalf of the 6,700 automobile population of Logan county, the Logan Chamber of Commerce has petitioned the County court for co-operation in having the West Virginia State Road Commission arrange to have the automobile license tags for 1927 and thereafter issued locally to save the expense, time and trouble of automobile owners making a trip to Charleston for same.

Featuring the Local Angle.—Things that happen closest to home make the best news for the country paper, but very

often something happens miles away which affects local readers. The lead of the story in the country paper must then make the reader see the part of that distant happening that interests him. This is done by playing up the local angle of the story. Whereas in the city paper the incident would be given because of its inherent interest for all people, in the local paper the story must be written for the readers in that community.

A bank is held up in a town twenty-five miles from the one the paper is located in, but there is reason to believe that the job was done by a band of robbers who broke into the local bank some weeks before. What would the local editor feature in his story? The good lead for the country paper in such a case would be something like this: "Bank robbers, believed by Sheriff Brown to be the same bunch that held up the State Bank of this city three weeks ago, forced the employees of the Ryborg State Bank to stand with arms above their heads while the thieves looted the safe and cash drawer." All general news that can be given a local angle will be stronger for the country paper than it would be if given for its own worth.

The way in which a story of general interest, clipped from a city daily, can be made interesting to country readers by featuring the local angle is shown by this story from the *Liberty* (N. Y.) *Register*.

ALERTNESS OF GUARD PREVENTS ESCAPE OF MAN FROM SING SING

Alfred Molitor, Formerly of Liberty, Sees through Cleverly Constructed Dummy

Alfred Molitor, of Liberty, a guard at Sing Sing prison, has redeemed himself in the eyes of prison officials for a moment of carelessness some time ago, according to an article which appeared in the Herald Tribune last Saturday morning. His redemption came through his discovery of a clever plot to escape

from the prison, according to the story.

The story, as told in the dispatch to the city paper, follows:

Sing Sing Prison, Aug. 13—George Peterson, twenty-eight years old, mechanical engineer and burglar, attempted to escape from here to-night by planting a dummy in his cell, but Keeper Alfred Molitor, hoaxed once before and docked fifteen days' pay as a result was too vigilant. His vigilance earned him a week's vacation with pay.

"The keepers were making the "supper count," when Molitor passed Peterson's cell. He noticed a life-like figure reclining on the cot and started to pass, but returned and called out. There was no reply, and he entered the cell, discovering the dummy. The inclosure was searched and Peterson was found on the powerhouse roof, where he had huddled in a dark corner.

The passage of a bill by the State legislature will not cause country readers any concern until they know that they will be seriously affected by the new law. A bill was passed which provided for aid to farmers and it received no notice when the general news fact was run; but when it was stated in the lead of a story the following week that local farmers could get help by applying to the local bank, the story was eagerly read. A new tax law is simply "another law" until the fact that it will cause residents of the community to pay an increase is told to them in the newspaper story. The local application is the important thing for all stories in the country paper.

Making a Local Angle.—Sometimes a news story is received which is not of itself connected with anything of local interest or importance but which, nevertheless, has some significance for local readers. The editor wants to run the story because it reminds him of a local occurrence or because it is similar to something that has happened locally. His lead will in that case make known the connection of the story with the local thing. Perhaps farmers in a distant community have found a way to keep down the grasshoppers, and the local farming community is seriously bothered with this pest. The way in which other farmers have killed pests will be good news for farmers in the local community if the facts are brought to their attention. The local angle in such a story is real even though it is less obvious than in some other stories.

It is said that for every story in the city paper there could be a similar story in the country paper which would be of local interest. This is perhaps stretching a point, for there are stories in the city paper which ought not to have any counterpart in the country paper. It is true, however, that many stories in the city papers will suggest stories for country readers and that the significant points in a city paper story can often be taken for a story in the country paper. In all such cases the story is made possible by the local application of the news. When points of local interest can be gleaned from other stories the feature of the story should not be the general facts but the local application of these facts.

The Chronological Story.—An examination of many country papers will reveal the fact that many of the news stories in those papers are written in chronological order—that is, the way the events occurred. This method has been quite generally discarded by the city daily because it takes too much time, and often the thing of most importance is placed so near the end of the story that the rapid reader fails to get it. Country papers have been criticized for using the chronological method because it does not conform to the style of city journalism. Unless a better reason than this can be found for doing away with the chronological method of writing stories, country papers can still use it successfully. The reason many men in country journalism have stopped using it is that it often leads to a long, disconnected tale which does not give the facts concisely. When it becomes a space waster, the chronological method is a poor one, but if rightly used it is story-telling in its most entertaining phase.

An example follows of a story told chronologically in which too many minor details are given and too much space is wasted:

> While John Thompson was coming in from his farm which is about three miles north of town, last Saturday night, he saw something which made his hair stand on end and he says that if he had been coming home from town instead of going in, the boys would never have believed his story. Along the road which comes from his place there is a bunch of low brush just about a mile from town and while passing this brush the lights of his

car lit upon a part that moved too fast to be caused by the gentle breeze which was blowing from the west. John said he thought it might be a deer as several have been seen in this part of the woods so he stopped his car and got out to look around. When he approached the bushes that he had seen move he stopped and shouted. What was his surprise when a bobcat leaped out and dashed across the road.

It is obvious that many of the things told in the above story are unnecessary details and that the whole incident could be more forcefully told by narrating only the important facts. An example of a story written in chronological order stating only the important facts follows:

JOHN SMITH IS KILLED BY TRAIN AT STARKER

Attempt to Board Moving Freight Proves Fatal to Local Boy

John Smith, eighteen, son of Mr. and Mrs. E. C. Smith of this city, left here Wednesday with his brother Edward for Ohio, where they expected to find work. They stopped at Starker Thursday where they intended to visit another brother, James, and his family. While they were waiting for a fast eastbound freight train to pass a crossing in Starker, John attempted to get aboard the train. Although Edward stopped his brother at the first attempt, John succeeded in making another trial which proved fatal. As he grabbed the hand bar on a freight car and tried to swing himself onto the car he slipped under the wheels and was instantly killed.

Edward immediately secured help but there was no chance to save John's life. The body was shipped here yesterday and will be interred in the Protestant cemetery east of town tomorrow. Funeral services will be held at the Presbyterian church at two o'clock tomorrow afternoon. The Rev. T. S. Brown will conduct the services.

Care in Using the Chronological Method.—When the chronological order method is used, care must be taken that the

news facts of the story are not held back until numerous unessential details are given. The narrative must start at the beginning with the first important fact and continue through to the end in a straightforward manner. The name or names will always have a place in the beginning of every story written for a country paper no matter what the structure of the story may be. The facts which make the story of local interest must also be there. In the above example the names and the address immediately make a local reader anxious to read the rest of the story.

There were many things about the boys' trip up to the time of waiting for the freight train to pass that could have been put into that story, but they had nothing to do with the news break itself and so are better left out. One of the biggest criticisms against the use of the chronological method of writing a news story is that most of the stories tell so many things only remotely connected with the news break. It is often the case that the preliminary remarks and explanations occupy much more space than the news facts. This is not only wasting space but also tiring the reader without informing him. Facts which do not advance the action of the story should be omitted.

Attention to Detail.—In the city daily where space is worth many dollars an inch very little of it can be taken up with the details of some happening of minor importance. Only the biggest stories are printed with full details, and the smaller stories are merely paragraphs containing the barest facts. While space is worth money in the country paper, it can be made to pay the editor if his news stories give the news in more detail than a larger paper would. Country readers are fortunately among the most curious folks in the world and the country paper must satisfy this curiosity if it is to be successful. Because of the close association of people in a small community, everybody wants to know not simply the main facts about a happening, but all there is to know; and they feel that they have been cheated if they are not told. This fact makes it necessary for the stories in country papers to carry many more details than would be tolerated in the city paper.

When a man falls off a ladder and breaks his leg the country

paper not only carries the announcement of his accident and the injury done him but also all of the minor facts telling how the accident came about. It is not sufficient to state that the man was hurt and to stop there because the readers know him and will want to know how he was hurt, where he now is, and how he is getting along. Perhaps you have smiled at the news item that ends up by saying that some one "is doing as well as can be expected" but that line tells his friends a great deal about him. If he is in a dangerous condition they want to know that fact. Unimportant details are only those in which the readers of the paper would not be interested, for that is the test of what should go into the news story in the small paper.

Writing the Complete Story.—The news behind the news is often the most interesting although it takes time and energy to get it. Instead of complaining that nothing happens in the small community about which news stories can be written, the editor may well devote some time to getting all of the facts about the things that do happen. Generally he will find that there is plenty of news if it is all written. A farmers' institute was written up by one editor in the following short story. He didn't begin to scratch the surface of the event and so lost much of the news that he could have had because he stopped before he had completed the story.

FARMERS INSTITUTE

The Polk County Farmers Institute was held in this city on Thursday, Friday, and Saturday of last week. The meetings were all held in the farmers room of the court house except the entertainment which was given in the community hall. Several speakers from various parts of the country were on the program as well as the county agent of this county and several men from the state University.

A number of contests of interest to farmers were held in connection with the institute.

Another editor with a better sense of news values discovered that the farmers' institute was a big thing for his community and wrote it up at some length. Yet he didn't "pad" his story just for the sake of making news, because he found

enough facts about the event to make a long story. The first editor failed to get the news and the participants in the event felt that the editor was not awake to his possibilities. The second editor knew news when it happened and was quick to take every advantage of it. As a consequence he wrote a complete story which was appreciated by the farmers for its completeness and was read with interest by his subscribers.

Other Examples of Failure to Get all the News.—Each of the following brief paragraphs or announcements concerns a happening or event which would make a longer story.

BOY HURT IN AUTO SPILL

Carlisle "Curley" Washechek, was cut and bruised on the head Thursday morning in an automobile wreck a mile south of town. Ben Brooks was driving. The road was full of ruts, and perhaps too much speed was the cause.

The editor wrote the paragraph above without attempting to find out all the news facts. This accident received more than half a column in another paper.

C. J. Ashlock returned from the hospital Monday. He is much better.

"He is much better," is the way in which the editor takes leave of a man who was the victim of an insane person's pistol shot and who was narrowly saved from death. There is more news in such a case.

INDIANA PICNIC

If you are from Indiana, come to Lakeside Resort on Sunday, July 25th. Bring all the family and your lunch, and have a real outing. Coffee free.

A picnic to include all of the former residents of an entire state, is usually a bigger event than this brief notice would indicate.

The first frost of the season is reported for the morning of September 14th. Some places were not touched while others were hit hard. Gardens in Barton seemed to be unhurt.

The first frost of the season furnishes material for some of the best weather stories of the year. In this same community

there was much garden stuff impaired, as the editor would have learned if he had investigated.

Padding News Stories.—The opposite of the writer who fails to get all of the news in his story is the one who inserts much material which is irrelevant and uninteresting in order to make his story longer. One method is as bad as the other. There is enough news if it is all secured and there is no need for padding a story with much matter that will take up the readers' time without conveying any new information to them or helping to make old facts better understood. Much of the material that is very evident padding is in the nature of editorial comment and will be considered in another chapter. Some of the padding is useless statements which do not aim to influence anyone but which are just expressions of something already said.

The timely subject of the news is not found in the following story until half a column of rambling musings is read. If the writer had taken the facts from the material and had written an historical feature story, it would have been interesting, but no one likes to wade through a mass of material not on the subject to get a little piece of news. This method of padding news stories, by beginning with paragraphs of introductory remarks that are very loosely connected with the subject of the news, is disconcerting to the reader.

LEE-BARBER FAMILIES HOLD REUNION

As one motors through certain portions of the Pine Belt in Ocean County, New Jersey, there can be noticed in numerous places tracts of land measuring from five to one hundred acres that were, fifty years ago, homes of families who enjoyed a satisfactory degree of prosperity.

Some seventy years ago about the time the New Jersey Southern railroad was being promoted the New York and Philadelphia papers did much to boost the property on either side of the new enterprise as most wonderful sites for inexpensive farm homes that could be made to produce fruit, berries and vegetables as well as grains of all kind, which could reach the city markets at a cheap freight over the new route.

Many persons, who owned property in the nearby states of New York, Pennsylvania and some New Englanders were attracted by such glowing prospects as appeared in the advertising mediums, resolved to dispose of their old homes and pioneer to the Jersey Pines where conditions were most inducing.

Among these newcomers were Ralph Lee and Hannah Barber, his wife, who for a number of years resided on a very productive farm in Bucks County, Pennsylvania.

They found ready sale at a good price for their homestead and reserving the necessary stock, furniture and other equipment for the home of new opportunity they, over seventy years ago, located near where the above school building now stands.

For about twenty years the place produced abundant crops and was the scene of very busy activities especially during the berry, fruit and vegetable season.

Much of this produce was shipped to the city from Bricksburg as the station prior to the Lakewood name, was called.

During the time Mr. Lee occupied the farm he not only was deeply interested in farming, but also in community improvement. It was mainly through his efforts that the public school which still bears his name was established. Prior to that time pupils were obliged to walk a great distance to the Old Garrison school house not far from the Irish Mills.

Over fifty years after the passing of the owner, the place reverted to new ownership and since then gradually receded to its present form of desolation. Yet, to those who were born there, there are some familiar trees, the old pumps and the grapevine.

On Saturday, August 7, 1926, the Lee-Barber family held a Reunion in the pleasant grove in front of the Leesville School-house.

Out of a possible 54 members of that union 38 persons embraced the pleasant opportunity to visit the scenes of many former happy events.

Importance of Good Grammar.—It is not the purpose of this discussion to attempt to show all of the errors in grammar that are made in the country press. It should be sufficient to draw the student's attention to the fact that there are many grammatical mistakes in country papers which could easily be

avoided. The use of slang phrases and vulgarisms is as much out of place in the country paper as in any other. Failure to have an antecedent for each relative pronoun, use of the wrong verb form, long, wordy sentences, omission of prepositions and articles, and the inclusion of several unrelated thoughts in one sentence are some of the most frequent mistakes.

Notice the large number of grammatical errors in the following story which was clipped from a country weekly.

BEST RAIN IN THREE YEARS

The downpour Sunday afternoon was the best rain visiting this section of the universe in three years. It has rained a good many times, but generally came in a form of a mist, and only one or two rains in that length of time that made a half inch or better. The nearest to the one Sunday, was the rain in June that gave us 1.10 inches. The Sunday rain came like one of the old timers and for thirty-five minutes dashed to the ground and foamed. There was not much wind with the rain, but one particular feature of the storm was the hail. It hailed continually during the rain. Not hard, but still considerable hail fell. Even when the main storm was over and just scattering drops of rain falling, scattering hailstones also fell. If the wind had been high, this country would have been mowed with the hail. A 1.41 inch rain fell Sunday afternoon and with Saturday night's sprinkle we register 1.75.

No rain to speak of at Chamberlain. Three and a half inches of rain reported over part of Plummer township. The Craft boys in Pleasant Grove reported a two inch rain. About five miles south the Pierce boys and in that neighborhood, reported a five inch rain, and hail with a strong wind, which mowed the crops and vegetation to the ground. At Con Raish's farm, 3 miles west, two or more inches of rain was reported. A heavy rain with hail was reported at Gann Valley.

Attempts at Cleverness.—Country papers are noted for the many attempts at cleverness that are found in their news columns. Some writers try to see how many clever sayings and witty remarks they can crowd into each personal item, or story, whether the situation has anything humorous in it or not. Besides the possibility of offending the person

about which the item is written, there is danger that in trying to be funny in writing news the writer will only make himself laughed at by the readers. When there is something humorous to write about, by all means take advantage of it, for good humor is always appreciated, but beware of trying to make something or some one appear ridiculous. The best humor for a newspaper is that which is natural and makes no one embarrassed. It is far better to stick to a plain statement of facts than to make a bad job trying to be funny. There is too much danger that the readers will not laugh *with* you but *at* you. An example of attempted cleverness follows:

> A little bird brought news to the Graphic this morning that John Van Bockern and Miss Nellie Harper were married at Mitchell yesterday, but we cannot vouch for the truth of it. Anyway, if they were not they are going to be mighty sudden, and we are taking this opportunity to wish the young couple all the happiness in the world, for they fully deserve it.

Trite and Coined Expressions.—Writing the same kind of local news week after week gets to be a mechanical job and leads the editor sometimes to resort to the use of the same expressions that he has used many times before. These expressions are easy to use since they are "always good" and their use becomes a habit if the editor does not take pains to get new, bright, and vivid words and phrases. In spite of all he can do to keep himself from using trite words and phrases the editor will find one cropping up now and then because they have been used so often and seem to express just what he wants to say. These trite expressions detract from the value of the news for they convey no new information and most of the time are superfluous to the actual news facts.

When one word, which has been a perfectly good word but much used, seems to be becoming trite, it is a good plan to avoid using that word for a week or a month until other words have been found to express the same thought. This "don't use" method of preventing words and phrases from becoming trite is a particularly good one for country correspondents and can be used profitably by the editor. Some shops have a placard posted up in plain view which has on it the word or words

that shall not be used during a certain period of time. When new words have been found to express the same meaning, the old word or phrase will not be needed.

It would be impossible to list all of the trite expressions found in country papers but some of the many will be found in the following group. All of these words and phrases have been taken from news stories in country papers.

accompanied by
acid test
actual photographs
affixed signature
aired their troubles
along the line of
angry mob
any way, shape, or form
appeared on the scene
appropriate exercises
beggars description
beyond peradventure of a doubt
bids fair to become
blushing bride
bolt from the clear sky
breakneck speed
breathless silence
brute force
burly negro
burning issue
busy marts of trade
California weather
came to a head
capable young man
checkered career
cheered to the echo
city bastile
city fathers
clutches of the law
community is saddened
contracting parties
cool as a cucumber
crisp $5 bill
crying need
Dame Fashion
Dan Cupid
daring robber
dark horse
dastardly deed
death car
delicious refreshments
denizens of the deep
devouring element
divine passion
doing as well as can be expected
downy couch
dull, sickening thud
dusky damsel
elegantly gowned
entertained lavishly
facile pen
fair sex
fatal noose
feature (as noun or verb)
few well chosen words
finny tribe
floral offerings
foeman worthy of his steel
foregone conclusion
fought like a tiger
fragrant Havana
gala attire
giant pachyderm
goes without saying
gone to his reward
good-natured crowd
good time is assured all
good time was had by all
grand old man
great beyond
grim reaper
hard earned coin
head over heels
heart of the business section
Herculean efforts
high dudgeon
high noon
honored with
hotly contested
hurled into eternity
immaculate linen
incontrovertible fact
in durance vile
infuriated animal
is to be congratulated
Jupiter Pluvius
kind and loving
land-office business
large and enthusiastic audience
last but not least
last sad rites
leave no stone unturned
led to the Hymeneal altar
light collation
like rats in a trap
limped into port
long years
loom up

luscious bivalve
madly in love
marriage was consummated
milady
minions of the law
miraculous escape
mob violence
mooted question
much interest was manifested
musical circles
mystery car
natty suit
neat sum
neck of the woods
never in the history of
news leaked out
noble work
Old Sol
on the sick list
one of the best
one of the most unique
our noble pioneers
painfully cut
pale as death
pass into history
passed away
passed on
pillar of the church
pool of blood
poor little tots
popular citizen
present incumbent
present day and generation
presided at the punch bowl
probe
prominent business man
promising young man
psychological moment
rash act
received an ovation
red letter day
rendered a solo
rooted to the spot
royally entertained
sable hearse
sad rites
sea of upturned faces
select few
sensational failure
she tripped down the stairs
signified his intention
small but appreciative audience
smile that won't come off
smoking revolver
social event of the season
solemn black
solon
sorrowing widow
speculation was rife
spent the day
spirited away
staged (except in theater)
steeled his nerve
stern reality
Sundayed
swathed in bandages
sweet child
talented authoress
the light fantastic
theory exploded
this broad land of ours
this fair city
this noble city
this world's goods
tidy sum
tiny tots
to the bitter end
tonsorial parlor
took things into his own hands
toothsome viands
tripped the light fantastic
turned turtle
typical Westerner
under existing circumstances
undercurrent of excitement
unexpected occurrence
union was blessed with children
vale of tears
venerable old man
well-known clubman
went to her final rest
whipped out a gun
white as a sheet
will be long remembered
will be missed by one and all
wished her many more of them
wonderful repast
worked like Trojans

CHAPTER VII

Big News in the Country Community

Local news has been found to be the first essential of the country newspaper, and an analysis of any number of country newspapers will show that there are certain kinds of local news that seem to be the foundation of the local service. In considering news stories for the front page of the country paper, several kinds of stories appear to have a place that is sure and certain.

Obituaries.—In the city paper an obituary is run in small type in an obscure part of the paper and must be paid for just as any kind of advertising. In the country paper the practice is diametrically opposed to this. Some one has said that a person hears of a man only three times in his life: namely, when he is born, married, and buried. If such be the case it adds to the importance of the obituary. A death in a small town is an event. The person who dies was known to many of the residents of the town and had many friends there who were interested in him. It is not the fact that people like to hear of the death of a friend that makes the obituary such a big story in the smaller community, but rather that they wish that friend's passing to be recorded as a part of the history of the community and indirectly a part of the history of their own lives.

A death occurs infrequently enough in a smaller community to be unusual. In the city where many die each day, newspaper readers get used to reading of deaths and their interest is not held by a story of such frequent happening. Then too, in the city there is seldom any acquaintance with the person who dies, which, if there were, would make the story of interest to the average reader.

The spirit of neighborliness in a small town makes everyone interested in everyone else. Whether the person who died was a particular friend of the man who lives a block up the street

does not matter so much, for he was a friend to some one else who was known to both. Interest in the community, in the people who have lived there and devoted their lives to building up the community, makes the obituary a big story in the small-town newspaper.

It is a common heritage that men think only of the good things of a man's life after he has died. This feeling of reverence toward the dead makes the obituary of greater interest. Most country people like to feel that the neighbor who has died has been appreciated, and they want to see him spoken of creditably in the instrument that records the life happenings of the community. This has led to many violations of journalistic laws in the country press, and the old idea that an obituary should contain praises of the departed is still held in many places.

Writing the Obituary.—Very often the pastor of the church to which the deceased person belonged writes the obituary. When the pastor understands writing for newspaper publication, this practice is a very good one; but too often he does not understand what constitutes news and injects a great deal of his own ideas and the comments of neighbors and friends into the obituary. In justice it must be said that he usually has all the facts necessary, so that the event is completely covered. Very often, too, he has an understanding of the person's life and his value to the community which makes it possible for him to write sympathetically, though frequently with less judiciousness than he should.

First of all, the editor, if he is to write an obituary, should have all the facts concerning the person's life and death before him. He must write a short history of the person's life as well as the facts about his death. It is not sufficient to say that the man was born in such a year, lived here for the past ten years, and is survived by a wife and so many children. One must know something of what the man did for a living, the various positions that he held, and what success he attained in his calling. One must have an idea of the man's character and the esteem in which he was held by those who knew him, must know the man's personal history since coming to the town in which he died and the achievements that were big events in his life. If possible the facts concerning the man's

boyhood and his education should be a part of the obituary. His family will be mentioned as his survivors, but no elaborate and heartrending passage need be used to say that his wife and children are still living. The editor needs to know where the funeral services were held, who the officiating member of the clergy was, and when and where the burial took place. When there are a number of relatives and old friends from out of town attending the funeral this information is a part of the obituary. It is customary with many newspapers to carry an account of the funeral ceremony describing the services and procession in detail and commenting upon the floral offerings. When such an account is a statement of facts only it adds interest to the obituary, but when it becomes an expression of the writer's idea as to what an elaborate and fitting funeral ceremony ought to be, it is objectionable.

There still are some newspapers that use obituaries filled with praise for the deceased, and editorial comment in the form of glowing terms applied to his life and work. Editorial comment in news stories is not infrequent, but there is more comment in the average obituary in the small-town newspaper than in all the news stories. It has never been proved that this praise of a dead person is objectionable from the reader's standpoint, but it is frowned upon by editors of the better newspapers because it does not present the news in a fair, unbiased manner. In all probability there is no harm done by it, but also there is little good accomplished. If the paper has a policy of presenting fair, uncolored news in other stories, it should make an effort to do the same in obituaries. Yet in an analysis of one hundred country newspapers of the United States, made by the writer in 1926, editorial comment was found in the obituaries of papers whose news stories were entirely free from it. There still seems to be a vestige of the idea that the least an editor can do after a person is dead is to give him a certain amount of praise in his obituary.

Words and Phrases to Avoid.—Variations of "She was a kind and loving mother" occur in all of the obituaries of women which contain editorial comment of any kind. It has been suggested that no doubt the editor had first-hand information and that the statement is true. Perhaps it is, but it is an expression of opinion and has been used so much that it has

become a joke to the reader. "Leaves to mourn his loss," and "Is survived by a sorrowing wife" were also found in many obituaries. An expression of sorrow is generally found in the obituary containing comment as well as some such statement as "The *Press* joins with the many friends in extending sympathy to the bereaved ones." All of the words and phrases used to express the sorrow of the community and friends cannot be given for they are too numerous. The same rules apply to editorial comment in obituaries that apply to news stories. The obituary is a news story, just as the record of any other happening is a news story, and should be written essentially as other stories are written. This does not mean that the obituary should not have a tone which suggests dignity and an appreciation of the seriousness of the occasion. It should record sympathetically the passing of a friend and neighbor, but all this can be done without making the story read like a chapter from a melodrama or loading it with trite, worn-out words and phrases that are put in just because the editor thinks he must praise the dead. An obituary is a complete, short history of the dead person's life and an accurate, unbiased report of his death and burial. Flowery language and wordy sentences are to be avoided. Often an attempt at being oratorical is responsible for writing that cannot be read without provoking mirth and disgust.

When a person has died it is not necessary to try to cover up that fact by saying that "he passed away" or "departed this life." Most newspapers of good standing today prefer the use of the word "die" to any paraphrase. References to a woman's work in the church are used by many, and are not objectionable when they are statements of fact. Actually, the only rule an editor needs in writing an obituary for the country paper, if he will follow it rigidly, is the one he follows in the rest of his work: "Record what happens, completely, fairly, and sympathetically, making sure that nothing is told that is not fact."

Use of Poetry in Obituaries.—Some country newspapers still permit the use of poetry in the body or at the end of an obituary. This is a relic brought down from the age when the editor inserted his own ideas and comment anywhere and

everywhere in the newspaper. None of the country newspapers investigated by the writer in 1925-6 that were financially sound and doing a paying business, allowed such a practice. The city newspapers permit it in some cases but it is run as paid advertising. Most of this verse is very homely and of a consolatory nature. It is often ludicrous and adds nothing to the well-written obituary. In all cases it is an injection of editorial comment, and even when well written serves only to bring forth more tears where many have already fallen. The tendency today in the best country journalism is to end the obituary when the facts have all been used and to suffix no poetry or comment when the story has been told.

The following introductory passage was taken from an obituary appearing in a country newspaper in December, 1926. It shows the use of numerous trite phrases and the insertion of much editorial comment. Names have been changed.

> This week it becomes our sad duty to record the passing of one of our town's pioneer business men and a beloved citizen, John Doe, who passed to the Great Beyond Wednesday night at about 10 o'clock, following a long illness from cancer. His passing was not entirely unexpected, but his death comes as a sad blow to the community in which he has made his home the past 26 years. "Jack," as he was familiarly known, was 69 years of age at the time of his passing from this mortal sphere, and had not the dread disease gained such a firm hold he would have spent many more useful years. But He who is Father of all, and is all-wise, knoweth best, and we, His children abide with Him and His will, confident that he who lives an honest, upright life and departs this world goes to another world where all is perfect and sadness and sorrow is unknown.

The obituary which follows shows the kind of interesting news story that a country editor can get about a death and the way in which it can be fairly and sympathetically written without the loss of dignity and seriousness. This example was taken from one of the very few country newspapers that can be found in the United States which have news free from editorial comment.

(From the *Carrington Independent,* Carrington, N. D.)

HENRY DEXTER PIONEER FARMER PASSES AT EIGHTY

Henry B. Dexter, Pioneer homesteader who on Nov. 13 was 80 years old, died late Wednesday evening at the home of his daughter Mrs. P. E. Puckett, of this city, where he had been staying since his retirement from active work.

Funeral services are set tentatively for Sunday afternoon, pending the arrival of relatives. The services will be conducted from the Congregational church.

Henry Dexter was born Nov. 13, 1849 in Holland where he spent the early part of his life. He was married at the age of 28 years to Miss Elsie Bush; and the couple came to America in 1879, stopping first at New York, and going to Chatfield, Minn. They came to North Dakota in 1899, taking a homestead 14 miles west of Carrington near the Hawk's Nest. Mrs. Dexter died in 1908 and in 1912, Mr. Dexter sold the homestead.

He returned to Holland, married again, but in 1917 was forced to separate from his wife and return to America on account of the war.

Six children who survive are: Mrs. D. W. O'Connell of Ray; Mrs. C. T. Boyd, Straubille, N. D., Francis Dexter of Mink, Mont., and Mrs. Puckett of this city.

Twenty-two grandchildren and eight great-grandchildren also survive Mr. Dexter.

Wedding Stories.—Stories of weddings are nearly as frequently found in the country papers as are obituaries. Because marriage is one of the main events in a person's life, the wedding story has a right to an important place in a country paper. Since it is important it should be well written. The first essential of a well written wedding story in the country paper is that it be complete. In the city dailies little mention is made of the ordinary wedding and much space in the society columns is given only to stories of those people

who in the small town would be known as the "400." Fortunately for all concerned, the society of the small town does not have so many cliques and classes as in the city, and when a marriage takes place the chances are that the bride and bridegroom have many friends in the community who would like to see a good story of the affair. The ordinary wedding gets perhaps a few lines or no mention at all in the city daily, but in the country paper many wedding stories run more than a column. In order to write such a story the editor must have all of the facts at his disposal.

It is not necessary to give a complete history of the contracting parties in a wedding story as it is in an obituary, for most of the citizens of the town are acquainted with the figures in the wedding and know much of their history. Generally they are relatively young people who have lived most if not all of their lives in that community. It *is* necessary, however, to know many facts about the main characters. Their names are, of course, of most importance since names are the chief element of local news. Above all, the names in a wedding story must be right. Nothing is so irritating as to find that you have married off the wrong man or woman in the wedding story.

Other facts necessary for the wedding story are those connected with the life of the bride and groom and with the ceremony. The place of residence is important as well as the place where the couple will reside after they are at home to their friends. The history of either party before coming to the town is not so important as his life in that town, and in this paragraph a brief but complete summary can be made. If the man has figured prominently in the affairs of the town, either political or economic, that fact is important in the wedding story. It is not necessary to insert editorial comment to make readers see the necessary facts. The bride's identity is one of the important things concerning her because old friends will not recognize her by her new name unless they know who she was before her marriage.

Not every wedding will make as good a news story as the one which has an elaborate ceremony, but the simple wedding should not go unnoticed. Too often the editor waits for the wedding with frills so that he can write a flowery story of the

incidentals. When such a large ceremony is part of the wedding it will be included in the story after making sure that the details are correct. In writing of the ceremony there are so many minor details that are considered of great importance that one is likely to forget some. The decorations, guests, friends and relatives who were present, the flowers, the dinner, the wedding program, and all the rest are important parts of the wedding story. The social and political importance of the guests who attend a wedding is generally considered of great interest and this fact is usually played up considerably in the story.

The likelihood of offending some one by omitting something considered important by him is very great in writing a wedding story for the country paper. The facts of the wedding are best obtained from the contracting parties themselves, or, if this is not possible, from the parents of the bride. There is no need to worry about their leaving anything out and the information will be complete, if not entirely usable. Still greater is the danger of making enemies by writing one wedding up at length and giving another only scant attention. Every effort should be made to get all the news there is concerning the affair and to use all of this news that can possibly be included in the story. There is no danger of making it too long; the complete, well-written wedding story makes many strong friends. It is obvious that irrelevant facts should not be included even though they are part of the information given to the editor. Personal gossip such as the financial affairs of the bride or groom should be omitted and only those facts included that the public has a right to know. Private affairs are not a legitimate part of a wedding story.

Nothing is so offensive to an intelligent reader as a wishy-washy wedding story in which the writer has tried to be clever and has been only laughable. One editor who could not get the facts first hand used a letter from the bride as the wedding story. You can imagine the bride's consternation when she read: "I was attired in a blue georgette dress," etc. Needless to say, the editor made many enemies by such an action. The rules governing the writing of other news stories apply with the same force to the writing of wedding stories, and nowhere does poor form become so noticeable. Puns and jokes are

clearly out of place in a wedding story and the tone of the whole article should be one of seriousness as the occasion is itself. Whether or not the editor feels that a wedding is a common occurrence to be rather lightly regarded, he should remember that it is a big event in the lives of the couple being married.

The elaborate church wedding demands a complete write-up and the way in which the story can be interestingly and completely written without the use of comment and opinion is shown by the following story from the *Hartford* (Conn.) *Times.*

> Miss Helen McLanahan, daughter of Mrs. George Xavier McLanahan of New Haven, and Ellery S. Husted of Peekskill, N. Y., were married Monday afternoon at 4:30 in Center church, New Haven. The church was decorated with pink roses. Two columns, entwined with pink roses and maidenhair fern stood at either side of an archway of roses on the church altar, a low screen of roses being across the entire front of the altar. Palms and ferns served as a background. The pews on the aisle were marked by small bouquets of pink roses and maidenhair fern tied with pink tulle and placed at every fourth pew. Just before the wedding party entered the church, the ushers enclosed the pews with white tulle and over the white carpet laid another one for the bride and her attendants. The Rev. Dr. Charles Woods, pastor of the Church of the Covenant, Washington, D. C., which the McLanahan family attends when living in their Q street home in Washington, assisted by the Rev. Oscar E. Maurer, pastor of the church, performed the ceremony, using the single ring service.
>
> The ten ushers preceded the bride up the aisle to the altar, and included Mr. Husted's three brothers, James W. Husted, Jr., Yale 1918; John G. W. Husted of Forest Street, Hartford, Yale 1920; and Robert Husted, and the following classmates of the bridegroom: James P. Hendrick of New York; Walter Donahue of Seattle, Wash.; Edward C. Smith, Jr., of Rye, N. Y.; John L. O'Brien of West Chazy, N. Y.; John Brooks of Bethel; Charles P. Stone, Jr., of Washington, D. C.; Stuart Symington of Baltimore, and Francis Comstock of New Haven. Miss Louise McLanahan,

younger sister of the bride, who made her debut in Washington last season, was maid of honor. Mrs. William Stevenson of New York, the former Miss Eleanor Bumstead of New Haven, was matron of honor. The bridesmaids included Miss Helen Curtis and Miss Cornelia Curtis of New York, cousins of the bride; Miss Eugenie Edmunds of St. Louis, Mo.; Miss Maude Smith of New York, and Miss Mary Nettleton of New Haven, who took the place of Miss Deborah Dixon of Baltimore, Md., who was suddenly taken ill. The bride entered the church with her brother, Duer McLanahan, Yale 1923, who gave her in marriage. She wore a white satin, princess model gown with a deep flounce of silver lace on the skirt, the sleeveless gown being studded with rhinestones and pearls. From her shoulders hung a court train of mousseline embroidered in pearls and rhinestones in a lily pattern, outlined in silver threads. Over this long train hung the tulle veil, which was arranged from a close-fitting cap of Burano lace which had been on her mother's wedding gown. She carried a shower bouquet of orchids and lilies-of-the-valley.

At the altar, the bride was met by Mr. Husted and his best man, his brother, David R. Husted, also of the class of 1923 Yale. All of the bride's attendants were dressed alike in soft Nile green georgette made with full circular skirts trimmed with irregular bandings of gold braid, the long-waisted blouses finished at the neckline in back with a small bow with long streamers. The sleeves were long and tight, banded irregularly with the gold braid and made with frill cuffs which fell over the wrist. They wore picture hats of pale green horsehair with a cluster of roses drooping off the right side. Their slippers were of gold kid, and they carried large bouquets of yellow Coolidge roses, with a scattering of blue sweet peas and blue Queen Anne's lace, and tied with heavy gold cloth ribbon. A large reception followed on the grounds surrounding Mrs. McLanahan's home on Whitney Avenue. The natural beauty of the gardens lent a perfect background to the scene. In a large marquee there was a long table where the bridal party sat, rambler roses and maidenhair ferns outlining the table. The guests sat at small round tables placed outside the marquee, their deco-

rations consisting of vases of spring flowers.

A string orchestra played throughout the reception and later for dancing. Mrs. McLanahan, assisting in receiving the guests, wore a pale gray embroidered chiffon ensemble, with gown and cape matching, and a large horsehair hat of gray. Her corsage was of lavender orchids. Mr. and Mrs. Husted sailed this week for a European wedding trip. The bride is a graduate of Rosemary Hall, and was graduated with honors from Oxford University. Several seasons ago she was introduced to society in Washington. Mr. Husted, who was voted the most popular man of the class of 1923 at Yale, is now attending the Yale School of Fine Arts, department of architecture. Until he completes his course he and his bride will make their home in New Haven. Both Mr. and Mrs. Husted have been frequent visitors in Hartford.

School News.—An analysis of the front page of one hundred weekly newspapers published in 1926 revealed the fact that school news of some sort was a part of more than three-fourths of those pages. This shows clearly the importance of school news for the country paper. For practically every issue of the community paper, particularly every issue during the school term, there will be good, live school news that deserves front-page space. Some of the weeklies analyzed carried two or more columns of school news, which shows that there is an abundance of good school news if the editor wishes to get it. Many of the papers had a regular department of school news in addition to the stories that were important enough to be placed on the front page.

Why School News Is Important.—In the country community school news is of great importance because it is packed with local interest. The school system in the smaller community is one of the community's biggest institutions. In the very small communities, and to a certain extent in the larger ones also, practically everything that goes on during the school term is in some way connected with the school. The basketball games are most frequently between the high school team and other high school teams and this athletic news is more interesting to readers of the community paper than is the big

story of the baseball scandal in remote regions. The many entertainments which the school sponsors, such as musicales, literary society programs, parent-teachers entertainment features, home-talent plays and lyceum courses, make up a large part of the town's life. Very often the school will bring men to the community who are nationally known and whom local people would be able to hear in no other way.

At special seasons of the year such as Thanksgiving, Christmas, Washington's and Lincoln's birthdays, Easter, and Memorial Day, the schools have a large part in the exercises to commemorate the occasions. These various exercises are attended by many if not most of the townspeople and make good news stories.

Interest of All Taxpayers.—Practically every taxpayer in the community is vitally interested in what the schools are doing because he is helping to support the schools. The amount of money that goes for school support is very often larger than that devoted to any other institution that the taxpayers support. It is only natural that a man will want to know what is being done with his money and will be interested in the results the schools are getting. Whether he has any children in school or not, he is interested from the financial standpoint. It is true that some taxpayers are more interested in trying to find a way to cut down on the school's appropriation, but others, because of this opposition, are that much more anxious that the school's good work be allowed to continue.

Parents' Interest in Their Children.—There is nothing in which average, honest parents are more interested than their children. No matter where people live, how good or how poor their circumstances, no matter what their education or abilities, no matter what their ideas or creeds, they always believe in their children. This is such a well-understood human trait that no one would question its existence. The school teacher knows how strong this feeling is because he has listened numerous times to Mrs. So-and-so tell what "an unusual child" little Roland or little Pete is, and may even have been confronted by an irate parent who thought that his or her boy or girl was not getting fair treatment. Business men in all lines of work realize the strength of this parental

feeling and have learned the value of appealing to parents through their children. Recently, country editors have started to use the same idea and their subscription lists have increased accordingly.

All news about children has a great appeal, but the news of the child in school has a greater appeal than most other kinds. The reason is that in school the child comes in contact with other children and begins to take an active part in life which teaches him the laws and privileges of society. Parents want to see how their children are adapting themselves, what accomplishments they are making, how they are succeeding in this school life which is a step toward the real one. If a father can't resist telling his friend about the cute thing the little baby does, how much harder is it for him to keep from telling about the honor that has just come to his son in high school. The activities of school life have a different significance for parents than the antics of the young child, and this significance is greater because of the association and competition which school life affords.

Getting School News.—Organizing news-gathering forces, always limited, to get all the school news has been a serious problem with some country editors. The system of visiting the school on certain days of the week and trying to get the news from teachers has been tried and sometimes proved a success. If the teachers are trained to remember things of news interest that are going on or happen in their classes, this method will give good results. Very often it happens that the teacher has no "nose for news" and remembers nothing of interest, and then the editor must get his news from some other source.

Another method that has been tried, sometimes with success, is to have some student in each room or each high school class act as a reporter for the town paper and send in all the items of interest that he finds during the week. This works successfully with those students who are far enough advanced to realize the relative importance of happenings. It gives poor results in the rooms filled with smaller children.

By far the best method country publishers have hit upon to get school news is the use of a section of the community paper for school news only. The school chooses a name for

its section of the paper and writes its news as if it were putting out a real paper. Generally there is a regular organized staff with reporters who have certain beats to cover. This relieves the editor of a great deal of work and gives more complete news. It has the added advantage of exciting much interest among the students and making them work harder. They feel that this section of the paper belongs to them and they must make good to merit praise. Unless one has "been there" he cannot realize how the student feels who is successful in getting his material printed. It is the thrill that comes once in a lifetime, but it can come every week. The editor usually reserves the right to edit the school copy so that it conforms to his paper's style, and generally there is a teacher in charge of the school organization of reporters. If this teacher is a good critic, the editor will have little to do.

When the high school publishes a paper of its own the editor can get much of his news from the same staff that handles the school publication. Sometimes it is necessary to explain in detail to these students just why the same news in both papers will be a help to each of them. Even then the school staff may refuse to cooperate with the local editor and he must make other arrangements for his news-gathering.

It is sometimes possible to get one high school student who is a live wire and a satisfactory writer to act as school reporter for the community paper. Most of the news can be secured through him and with the editor's assistance he will be able to cover adequately everything of news value. This reporter is paid for his services and also gets considerable honor from his position.

Kinds of School News.—While the editor with a real sense of news values will need little to tell him the things about school that make good news stories, a few suggestions as to the various kinds of school news that can be secured may prove helpful. At some time there will be news about:

The building: new buildings, plans, additions or improvements, need for larger quarters, need for more equipment, additions to equipment, repairs of all kinds.

Teachers: features on past experience and training, appointments, salaries, need for more teachers, teaching conditions.

Activities: programs, societies, bands and orchestras, boys'

and girls' clubs, athletic organizations, work of various rooms, exhibits, lyceum courses, plays, preparation for graduation and graduation exercises, projects.

General: honor roll, scholarship, attendance, disciplinary measures, regulations, administration, books, parent-teachers organizations.

Children's Organizations.—Connected with the school are many organizations exclusively for children, and their activities make very good news. Among these organizations may be mentioned the Boy Scouts, Girl Scouts, Girl Reserves, Camp Fire Girls, Four Square Club, Boy Pioneers, Boys' and Girls' Project Clubs, Cooking Club, and numerous others. These groups have regular programs outlined for their work and accomplish many things of interest to parents. Meetings are usually held regularly and business of interest both to parents and children transacted. Although these organizations are strictly for boys and girls, yet what they do is of interest to the parents. Viewed in the light of doing something of enduring worth and judged by the standard applied to groups of adults, these activities may not seem to the editor to be very important. The interest of parents in them, however, is in no way proportional to the seriousness of the results but rather to the number of children they have in the groups. This fact must not be lost sight of because it is the reason that news of all children's activities is so important, particularly in the small community.

School Sport News.—All sport news is interesting and the school fosters many sports events. In fact, most of the sport news that the country paper carries, except in the summer baseball season, will be about school athletics. Beginning in the fall with football or outdoor basketball, and lasting through the school term with basketball, baseball, track and other sports, there will be all kinds of sport news connected with school athletics.

The way in which this news will be secured will depend upon the editor and the arrangements he makes. Some have found it advisable to send a man with the high school team when it makes a trip, particularly one on which several games will be played. There will be little difficulty in getting the news of events in the town because the editor can and should attend

them. Other editors have found it possible to have one boy on each team in every kind of sport act as a reporter for the paper and give the editor the main facts upon the return of the team from another town.

If there is the cooperation between the editor and the coach that there can and should be, there will be no trouble in getting sport news connected with the school. Some coaches are paid a certain inch rate for all the sport news they give the paper. Others are content to write the stories for no pay, to be sure that sport news is fairly and completely presented. It means a great deal to a coach to have stories of his team's activities and games carefully, accurately, and sympathetically written, and he is very anxious to cooperate with the editor in helping to get this done. The editor can help the coach a great deal and the coach can in turn do the editor many a good turn. Such cooperation between editor and coach assures local readers of all the sport news about all events and insures them of an intelligent interpretation of the results. This arrangement will not lead to a domination of the sport news by the coach, unless the editor is afraid to assert himself. Many country editors are using such a system of getting sport news with good success.

CHAPTER VIII

The Community Paper's News Policy

"All the News That's Fit to Print."—This is the slogan of several newspapers in the United States whose editors realize that in order to publish the right kind of newspaper they must exercise carefully a well-defined critical function. Perhaps there are still some editors who believe that "anything that the Lord lets happen is good enough to be published," but at least in country journalism these editors are very few. The difference between news that is fit to print and news that needs to be printed is also very great. There are times when the country editor gets a story which, while it will not cause any great furor in the community, is, nevertheless, very poor material for him to publish.

Country editors, that is, the best of them, have come to the conclusion that the best slogan for the country paper is "All the news that ought to be printed," or, in other words, the news which is of a constructive nature. One who reads the city papers every day can hardly reconcile this idea with the practice of some city dailies which print anything and everything that happens, being careful only to omit any news that would injure some one who is a power in the group of "higher ups." In this, as in many other things, there is a wide difference between country journalism and city journalism.

Country and City Contrasted.—The reason that a country editor does not print much news of the kind carried by city papers is that he is dealing with a different class of people under widely different conditions. You are not shocked when you read in your city daily that some person whom you have never heard of has been arrested on a charge of stealing. You are used to seeing such accounts and you read them out of curiosity, just to know what has been going on. What is your feeling, however, if you read in the little country paper that an old friend of yours has been arrested on a charge of steal-

ing? You are immediately affected because the man is a friend of yours. "There must be some mistake," you say, and you are very anxious to have the arrested man proved innocent. The difference lies in the extent of your interest, in the degree to which the two accounts affect you.

In the city, a crime is just so much news, no matter who committed it, and very few persons are affected by the publishing of the news. In the country, a crime of any kind is a calamity, not only for the man who is accused of committing it but for all his relatives, for all his friends and ultimately for the entire community. Very few persons are affected in the city simply because very few know the man or any of his friends.

The man who violates the law in a big city is tried, pays his fine or does his time in jail and then goes to another part of the city to start up in business again or to make his living as he did before. The man who violates a law in the country community is an outcast for the rest of his life as far as that community is concerned. Will it help to broadcast his mistakes and misfortunes and to lower him still more in the eyes of his former friends? Unless you have lived in a country community you cannot imagine the harm that can be done by destructive writing about some individual. Least of all can you imagine the heartaches, the misery and grief that parading a man's misfortunes can cause to his friends in his community. The damage that can be done to a man's family by giving publicity to his mistakes in the country paper can never be repaired. Such a story can do no good and hurts everyone in that community.

The *Herington* (Kansas) *Sun* treats news of crime and misdemeanors in a way that will not necessarily expose the offenders to ridicule but will serve to warn others that the law is enforced.

> A Herington man was accused of using boisterous and profane language on the street Sunday night in such a manner as to annoy and offend passers-by, many of whom were going home from church. Judge Schuyler finally convinced him that ten dollars would be about right, or, he could make big ones into little ones. He paid.

The Sympathetic Attitude. What Does It Mean?—"Sympathetic" is one of the most used and least understood words in the language. To some persons it means lending whatever aid they can in helping those who are much less fortunate than themselves, that is, those who are "all in, down, and out." To others, no one is ever out although he may be down and they are sympathetic when they help that person to help himself. To some, sympathetic means looking out for the best interests of those who are the most powerful, who have the most money and the most "pull" in that community. To some, sympathetic really means hypocrisy, the wearing of a long face when misfortune hits some one with whom they are not in the least concerned. These in the latter class, the hypocrites, are dead wood in the community structure; they are weeds in the community garden.

To the constructive community editor, sympathetic means doing the kind deed and saying the kind word to help everyone he can in every way he can. It means recording in his little history of the community those thoughts, words, and deeds which go to make the community a better place and to help members of the community to be the best possible citizens. Sympathy, to this ideal editor, is the key to the door which opens upon happiness. It is his guiding principle of life.

In determining what stories should be printed in a country paper and the way in which stories are to be written, a sympathetic attitude of mind will guide the country editor. Instead of saying that John Smith closed his place of business Saturday because he found that it was a total failure, the sympathetic country editor will record only the facts and will say that John Smith closed his business because he thought he had better prospects somewhere else.

Below are two stories about the same happening. Which one is written sympathetically, and which will do more good?

> Mr. and Mrs. John Doe, who came to this city with the idea of making quick money in the restaurant business some five years ago, have sold their place of business and have given up the work as a bad job. Expenses were so great, according to Mr. Doe, that there was no money to be made in this particular community. Things have gone from bad to worse, especially in the

last year because several other restaurants have opened up and the competition has been much keener. Lately the restaurant has been frequented by characters of questionable worth and the place has been under the suspicion of members of the police force. A party will be given for Mr. and Mrs. Doe by some friends on Thursday night as they leave Friday morning for Minneapolis where Mr. Doe is to be employed as manager of one of Kirby's restaurants.

Friends of Mr. and Mrs. John Doe, who for the past five years have operated the Cozy restaurant in our city, will give them a farewell party Thursday evening at the home of Mr. and Mrs. John Smith. Mr. Doe has sold his place of business and leaves to become the manager of one of Kirby's restaurants in Minneapolis. The Kirby restaurants are a national institution known all over the country. Mr. Doe formerly worked for the Kirby company before coming to this city.

Mr. and Mrs. Doe came here five years ago from Thomtown and upon taking over the old Cozy restaurant, had it repaired and made into an up-to-date eating house. Mr. Doe believes that since several restaurants have been established here during the past year or two he will do better, in a business way, in Minneapolis. Mr. and Mrs. Doe will leave for their new home in the big city on Friday morning.

The editor had the same set of facts with which to write each story but the way he used those facts made a world of difference. In this case the reputation of the man would have suffered only in the memory of those who remained behind, but if that man should have ever wanted to come back to the local community he would not have found very much of a welcome or many friends, had the first story been run.

Lastly, and most important, running the first story cannot possibly help a single person in the community nor the community itself. It is full of bile and bitter, mean statements. Even the fact that the place has been under the suspicion of the police, although true, is near-libelous material. It will not help anyone to say these words, and the paper has no right to cast reflection on anyone until something is definitely found in violation of the law. Taking everything into consideration,

the story written by the sympathetic editor who knows that he can't do any good by stating distasteful facts, is far better for all concerned.

The Community Betterment Policy.—Every story that appears in the country paper either adds to the value of the community or detracts from it. Be it ever so little difference that a two-line local makes, nevertheless it *does* make a difference. Since the editor is the proprietor of a community institution, he is interested in making that community a good place to live in and a good place for his business. If he is wise he will do all in his power, which is much, to make readers think that the community is up and coming, that it is prosperous and that it is peopled with the best men and women.

To do this the editor does not have to load his stories with editorial comment, nor does he have to fabricate material. All he needs to do is to choose his news with the evident idea in mind of doing the most good to the greatest number in his community. It takes a long time to overcome the effects of one article which attempts to show everyone that the community is a veritable graveyard, or a nest of criminals. On the other hand, a well-written account of the good things which happen in that community will make people proud that it is their home, and when they are in that mood everyone is happy and prosperous.

On the editorial page, the wise country editor calls the community's attention to the good things that have happened in the community. He tells the readers about one of their neighbors who has achieved something which is worth while or about a man who has done noble work. He also calls readers' attention to the fact that right here in the local community are business men who deserve and need the support of local buyers. Every chance the editor gets to boost local business men, local institutions, and all home-town folks, he does it because it means a happy, prosperous community.

Since the editor has a page upon which he can place his comment, and since he believes in giving news facts free from comment, he exercises his critical judgment in determining what kind of news will benefit the community. Any news which will be to the detriment of the town and community is clearly not good news for anyone. The country editor be-

lieves that by choosing his news so that he prints only that which *in the end* makes for community betterment, he is fulfilling the function of a good news recorder for the country community.

Private Affairs. Just What Is Private?—Although gossip flows freely in a country town, the editor who makes a practice of printing everything he hears is sure to be sorry. The subjects of the gossip in the small town range anywhere from what John Brown spent his last pay check for to the marital troubles of Mr. and Mrs. John Doe. The gossipy person knows no limits, respects no one's opinion, and has no conception of what the right of privacy is. As long as the topic is interesting to the gossip he will talk about it in any manner that pleases him.

The country editor must realize that there are certain things which the readers of his paper have no right to know about. For instance, as long as John Brown does not do anything that affects the rest of the residents in the community he may spend his last pay check as he pleases, and the way he spends it should not be told in the paper. What Mr. Smith thinks or says in private about some one else has no place as a story in the country paper, even if Mr. Smith should want it printed there, which is very improbable unless it is complimentary. These things are simply not matters for publication as they concern only private parties and in no way affect the public at large.

The marital troubles of members of the community are no one's business but their own until they become public by some violation of law or some public step. In the story which is to follow, under "Bad Taste in News Writing," the fact that a man proposed to a woman and married her a very short time afterward is his own business; it did not affect the public in any way and was therefore a private matter which should never have seen the printed page. So insatiable is some persons' curiosity that they cannot recognize anything as private. Besides showing very poor taste, such material is generally exceedingly libelous because it may injure a man's reputation.

Bad Taste in News Writing.—What possible interest anyone could have in satirizing a woman's life after she is dead, is

hard for an ordinary person with human compassion to realize. Saying the unkind word is bad enough when a person is alive, but to say it after death, is little and inhuman. In the story which follows some one has tried to publish all he could of that which would hurt everyone connected with the person who died. Bad taste in news writing for the country paper could not be more clearly demonstrated than in this atrocious article. It is nothing less than barbarous in its content and primitive in its style. What affairs *are* private if many of those mentioned in this story are not? What *can* a person do or say in this life that will not be forced on readers of the country paper if such stories are allowed to be published?

Anything shows bad taste in news writing that offends readers and makes them feel ashamed of the editor who would permit such material to be run. No one, surely, with any real community spirit in him, or any sense of shame for that matter, can read this story and not feel ashamed for the one who wrote it. The story contains all the faults that can be found in stories in country papers: it is full of comment; it parades all the private affairs of the individual; it satirizes and seeks to shame a person who is now dead; it is libelous and attempts to ruin a man and his business; it exhibits the poorest taste in choice of material and in style that could appear. This story appeared in a country paper in 1926.

FANNIE ALLEN PASSES AWAY IN JACKSONVILLE

Mrs. Fannie (Allen) Brunaugh, "belle" of Griggsville during her girlhood days, died destitute and alone at the state hospital in Jacksonville early Friday morning. Many middle-aged Griggsville and Pittsfield people remember her as a charming hostess and lavish entertainer. An undertaker notified of her death did not take charge until he learned that if relatives refused to pay the funeral expenses the county was liable. Mrs. Brunaugh's remains were taken to Griggsville. Interment was on the lot of her father, the late Robert Allen.

Mrs. Brunaugh was 56 years old.

She seems to have become aged and disappointed with life soon after going broke a year or more ago. She had considerable money from her father's estate. In January 1926, she married H. B. Brunaugh of Pike Station. She was his third wife and their acquaintance was brief. She advertised for a job as housekeeper and Brunaugh made her an offer, going over to Griggsville to make the deal and take her home. Enroute he suggested marriage and they went to Hannibal, married, and then began housekeeping at Pike Station. He and his brother, W. W. Brunaugh make a scant living in the grocery business there and Mrs. Brunaugh, who liked good clothes, got very few new dresses. Things went from bad to worse and seven months after the marriage she came to Pittsfield in a dazed condition. She wandered about town three days early in August and the matter was called to the attention of the state's attorney. Mr. Johnston phoned Brunaugh, who showed up a few days later, when he learned that she had been taken to the county farm. Finally he signed a petition to have her subjected to an insanity inquisition, and she was placed in the state hospital. Mrs. Brunaugh at no time found fault with her husband—saying only that he was unkind. Although sick in mind she seemed to understand that she had no grounds for a divorce. She had been in the hospital about one month and had at no time shown improvement.

The husband was notified of her death Friday and left his home at Pike Station at once expecting to reach Griggsville in time for the funeral. On arriving in Pittsfield late Friday night he learned that the roads were bad and decided to wait and go over on the morning train. Because 2200 feet of track was under water the train did not run to Maysville. He stayed at the depot and took the first bus out at 11 a. m., reaching Maysville at noon. No main line trains went through east and at 3 o'clock he was still there. He did not walk the 3-mile stretch to Griggsville. The funeral was to have been held Saturday afternoon at 2 o'clock but was for some reason postponed until Monday.

Treatment of Juvenile Delinquency News.—It has become a policy within recent years, even with many city newspapers,

to treat news of juvenile delinquency cases in a manner different from that employed when adults are concerned. Editors have realized that to publish indiscriminately the accounts of wrongdoing by children instead of helping to make matters right, serves only as a suggestion to other immature minds. When one considers that many young boys who have been found guilty of crimes have confessed that they "saw 'em do it in the movies" and were thus led to attempt something they knew to be unlawful, the carefulness needed in the handling of juvenile delinquency news becomes apparent. Not only is there grave danger in printing a story about a child criminal that others will be led by the love of fame and publicity to attempt the same thing, but there is also much danger of doing other damage that can never be repaired. Knowing that these dangers exist, therefore, many editors have come to treat juvenile delinquency news with great care.

The editor can do much good by publishing the news of petty crimes in such a manner that those who might be led to attempt such crimes will be warned that they can only come to grief by doing so. A child is quick to learn. If he is so impressed by the account in the local paper of something wrong that he can imagine himself being punished should he try the same thing, you may rest assured that he will not try it. If, on the other hand, he cannot see the wrong in the action but sees only the notoriety brought to the culprit he will be very likely to want that notoriety himself.

Editors have sought for a way to present news of juvenile delinquency which would impress children with the fact that punishment, grief, and disgrace inevitably follow wrongdoing and at the same time would not make the child an outcast from his comrades and would not bring disgrace to his parents. The method of handling news of juvenile delinquency most in use among country papers today is that of giving the bare facts of the news that concern the public at large and omitting the names or any statements that would point out individuals. This is the best method now known from the standpoint of trying to do the greatest good to the greatest number.

The following story is an example of the kind that can do much harm to the child, to his parents, and to the community at large.

LOCAL BOYS ARRESTED

Two of our local boys, John Doe and Richard Roe, were taken up by the juvenile delinquency authorities last Saturday on a charge of breaking into the candy warehouse of Spear & Gross, merchants. It is reported that these boys have committed other minor crimes and misdemeanors during the past three months and recently have become quite daring. They will be brought before the juvenile court which meets this week and will be given a hearing. Their parents have been notified to report with the boys on Thursday morning. If the boys are found to have done what authorities suspect them of, they will be sent to the State Reform School until they are eighteen years old. They are now a little more than thirteen years old.

The above story, besides containing many suppositions not at all founded upon the facts at hand, is the kind that can only cause many persons a great deal of grief. The way in which such news can be constructively handled is shown by the following write-up of the same happening.

JUVENILE DELINQUENCY NEWS

Two 13-year old boys of this city were taken in charge by juvenile delinquency authorities last Saturday and will be given a hearing before Judge Harker on Thursday morning. The boys are alleged to have entered the candy warehouse of Spear & Gross, merchants, and to have committed several other violations of the law. The authorities state that all boys who persist in wrong-doing will be severely punished.

Suppression of News.—The question whether an editor should suppress all facts in connection with something unfavorable to members of the community will have to be decided with each individual case in mind. Some editors believe in publishing only that news which is definitely boosting the community, and in suppressing everything which would give the community or any member of it a bad name. They believe this to be the best policy since the news of misdeeds will travel fast enough in the small community without being printed. Unless they see that some positive good will come of

publishing the news, they do not print it. This would seem to be the wisest policy to follow in all cases and will decide for the editor what to print and what to ignore. Suppression, in such cases, of the facts that would add misery to woe seems justified.

There is one type of suppression of news facts, however, that has nothing to recommend it. That is the suppression of news which would put some one in a bad light who is a power in the community. Money is a great wedge with which men can often gain entrance to the royal class which "can do no wrong." If it is wrong for one member of the community to get drunk and disturb the peace, it should be equally wrong for another. There is no defense for the article which tells of several men doing wrong and omits mention of some persons who did as much or more but who are privileged characters.

In a certain instance three men in a country town were arrested for cattle stealing. Two were day laborers who had been hired for the job and the third was a man of considerable wealth and prominence in the community. The two laborers were put in jail because they couldn't put up a big enough bond, and the brains of the combination went free under bond. The following article is similar to the one that appeared in the country paper.

> John Doe, and Richard Roe, two well-known citizens of Milton, are lodged in the county bastile where they will be held until they are tried before the district court, as they failed to furnish bond. They were arrested on a charge of stealing more than 100 head of cattle from several farmers in the Cat Creek district.

It is obvious that money and influence were responsible for the suppression of the news facts about the third man arrested. The only fair policy to follow in such cases is either to suppress all facts or none, provided that the editor doesn't think it right to give the news facts without names. If any facts should have been suppressed those concerning the misfortune and mistake of the poor men should certainly have been left out. The amount of harm that could have been done to the individual of wealth and power was very slight compared to the ruin that could have been brought to his colleagues.

Unfortunately, to some editors the thought of offending anyone who is influential is so fearful that they will do many things against their better judgment to keep that person's favor.

Publicity News.—Although this subject is considered under "Copyreading" it is closely connected with news policy. Every country editor receives reams of typewritten and printed copy both through the mail and from the local agents of national companies which is publicity material for those companies. What shall the editor do with this material? Much of it has considerable news value, but all of it is intended to further the interests of the firm which sent it out. There are two extreme policies that may be followed and one which lies between the extremes.

Some editors follow a strict rule that all such copy shall be thrown into the waste basket. The reasons for this rule are that very little of the material has news of strong local interest, and the editor feels that he is giving away space that should be paid for. Others feel that all such material is good time copy, and use it indiscriminately wherever it will fit. These editors believe that even if the copy is publicity material it has news value and is very handy when some "filler" is needed.

The more common practice, and what would seem to be the more reasonable one, is carefully to edit all such publicity material, and if sufficient news of strong local interest is found in the copy to make it worth publishing in a community paper it is published. There are times when a story sent out by an automobile concern, let us say, has news in it about a change in models for the coming year. Local readers will be interested in these facts because some of them may be considering buying a new car. In such a case the editor will pick out the facts that he knows will interest local readers and make a story with those facts. All of the padding that is in the original copy is deleted because it has little or no interest for readers of the community paper.

Agricultural news is treated in much the same way. Those tests, experiments, observations, and schemes that are of interest to local farmers are used, and the vast amount of material which cannot apply to local conditions is thrown away.

Most editors try to connect the agricultural college copy with something of strong local interest whenever this is possible.

Movie Publicity.—In this connection must be considered the publicity material that is brought in by the manager of the local movie theaters. It is an accepted fact that most readers of the community paper want to know what the characteristics of the coming production are, but it is also generally known that much of the material put out by movie publicity agents is padding and comment. Some editors have established the rule of limiting stories about coming productions to the bare facts, cutting out all editorial words and phrases which try to get the reader to attend the show. Unless the one who writes the story has seen the movie he doesn't know whether it is worth recommending or not, and yet many editors take the movie agent's word that the picture is wonderful. The safest policy is that of giving all the straight news facts about the play, such as the name, the actors and actresses, time, place, and a brief summary. The urging to attend belongs in a paid advertisement.

The following story illustrates very clearly the kind of publicity sent out by movie publicity agents and often run in country papers. The facts of local interest can all be written in one short paragraph.

IBANEZ' "TORRENT" IS A GREAT PICTURE

Tangled motives—tangled as life itself, and indeed the picture is life—mark one of the most astounding plots ever given the screen, and make one of the most remarkable departures from the usual type of picture seen in years, in the great Cosmopolitan production of "Ibanez' Torrent."

It is sure entertainment—but entertainment of so new a type that it makes one gasp at its sheer originality. It has pathos, drama, spectacle, thrills—all blended into a whole that holds one enthralled, and, as is the case with a really great work of art, one realizes, when it is over, that one has learned a great truth.

Vincente Blasco Ibanez, author of "The Four Horsemen," has given the world a screen classic in "The Tor-

rent," and Ricardo Cortez, who plays its hero, has shown the world a new Cortez, a romantic hero who can also prove himself a peer of character actors. It is the American debut, too, of Greta Garbo, the brilliant Swedish star, and a more glittering opportunity could not have been afforded her.

"The Torrent," which will be shown at the Community theatre, Saturday, Nov. 27th, is indeed a different type of picture. It lays a foundation by a sketch of the popular rumors and popular scandals in the life of an opera star—and then goes below the surface. It is the heart croy of every actress who basks in the public gaze—and sometimes shrinks under public censure only too often undeserved. It is great because it is wonderfully told, wonderfully acted—and because it is true.

Technically, it has everything; the drama of broken hearts and misunderstandings; the thrills of a vast storm that sweeps the countryside before it; daring rescues, delicate comedy situations—everything that entertains.

Ricardo Cortez has a Spanish role of a new type as the young statesman and Miss Garbo is a vivid and colorful prima donna. Gertrude Olmsted is beautiful as the Spanish wife, and Arthur Edmund Carew, as the sinister "Salvatti," is a commandingly realistic character. Tully Marshall, as the dour "Don Andreas," has a role on a par with his "Merry Widow" success. Others with adequate parts are Martha Mattox, Lucy Beaumont, Edward Connelly, Lucien Littlefield, Mack Swain, and Lillian Leighton. Monta Bell's direction was superb.

Admission 10 and 25c.

Taking the facts out of the above exaggerated editorial mass of words, the story may be rewritten for country newspaper readers in this way:

IBANEZ' "TORRENT" TO BE SHOWN HERE SATURDAY

"The Torrent," the moving picture production that will be shown at the community Theater Saturday, Nov. 27, was written by Vicente Blasco Ibanez, author of "The Four Horsemen of the Apocalypse." Ricardo Cortez will play the part of the hero and Greta Garbo,

Swedish star, will make her American début as the prima donna. Gertrude Olmstead is the Spanish wife, Arthur Edmund Carew is "Calvatti" the sinister villain, and Tully Marshall, who was a success in "The Merry Widow," will play the part of "Don Andreas."

Other actors and actresses in the picture are Martha Mattox, Lucy Beaumont, Edward Connelly, Lucien Littlefield, Mack Swain, and Lillian Leighton. Monta Bell directed the making of the picture.

"The Torrent" is a picture dealing with the popular rumors and scandals in the life of an opera star and shows that many of these rumors are not founded upon fact. The heart of the actress, her real life, and how she feels and acts, are shown as the action progresses.

"Suggestive" or Shopping News.—There are certain local news stories which are so similar to free advertising that they would do very well for the copy of an advertisement. This is the kind of news which is full of suggestions concerning the use of certain products. A reader has a right to know where he can get the best bargain in food stuffs or clothing, but it is the advertisers' business to inform him of these facts. Every advertisement, if properly written, will contain much newsy material, but it is advertising and not straight news. When Johnson and Company, grocers, get in a fresh carload of apples, this is news to the residents of the town. Should the editor then run a news story telling the people that Johnson and Company have a carload of fresh apples and that they are selling very reasonably? Obviously, this is advertising copy and not news material. If Johnson and Company want the people to know about their products they may tell them through an advertisement of some kind. The editor's duty to his readers does not include the writing of *advertising news stories.*

It has been said that a reader should get this matter so that he may be wisely guided in his purchases. If this is true, should the editor write in favor of all the products advertised in his paper or just a few? If he neglects some, he will make enemies; if he writes on all of them he will fill his paper without getting the local news. Unless the news value of a given thing is great enough to give it place in the news columns

without using advertising material, it is not a subject for a news story. It is very well to say that householders should know where to buy the paint and other things they need to clean up and repair with, but it is not the editor's place to tell them where to get it. His feature stories are for the purpose of giving general information and inspiration on the subjects of cleaning up and painting, not to draw attention to one merchant or one product. He writes to arouse interest in the entire subject so that his town will look well and be clean. If this helps the local merchants, and it should do so, he has helped them in a legitimate manner, not by making his news columns receptacles for advertising.

These suggestive news stories are here considered because it has been advocated that the editor should write such news to supplement advertising. When news concerns a subject similar to something in a paid advertisement, that news may be placed next to the advertisement. No attempt should be made to "make" suggestive news which must of necessity be part advertising. There will be enough local news to draw attention to the advertisements if the local field is well covered and the association of similar news and advertising is made a rule of make-up.

CHAPTER IX

The Use of Editorial Comment in News Stories

Certain country editors have long contended that the use of editorial "flowers" and "puffs" in writing news stories was an aid to the paper commercially, and that the paper that used uncolored or "flat" news would not be as financially successful as the one using news with "harmless" comment. Believing that the student of country journalism should have some scientific knowledge about this question on which to base his judgment, the writer in 1926 made a study of one hundred American weekly newspapers to determine: (1) What kind of comment was being used in news stories, and (2) Whether the use of this comment was an aid to the paper commercially.

The one hundred papers, representing forty-three states and ranging in size from four pages to twenty pages, were thoroughly read through and each piece of editorial comment or opinion in news stories was marked and the total amount in each paper measured by the column inch. The comment and opinion was classified according to its purpose, or in other words, according to what it did, and all adjectives and adverbs used in an editorial sense were counted. By arranging the statistics showing the per cent of local news with comment and the number of inches of advertising of various kinds that each paper contained, it was possible to draw some conclusions in regard to the financial success of the papers.

Three examples of editorial comment found in news stories in these papers follow:

> Chester Munson returned Wednesday and will remain at home for the winter. Chester is a good man for the Markville band and we are glad to have him back again.
>
> This community is saddened by the death of Oliver Davis, better known as "Bogie." He passed away at the Audrain hospital at five o'clock on Mon-

day, August 31st. He will be greatly missed by one and all.

They come high, these jovial ones, who know little of the theory of public economics, yet by sheer nerve make a blithe assurance pass for practical wisdom.

The primary is the first move in the citizens' course of public education. Where all pay the bills it is only common prudence to see to it that the right people contract them. Think it over.

Many more examples could be given but they are similar to these in tone and content.

Classification of Comment in News Stories.—Since each piece of comment was different in wording from every other piece of comment it was impossible to classify comment according to the words used. The classification was therefore made according to purpose rather than word content; for instance, it was possible and reasonable to place together all of the examples of comment that did a certain thing, such as praising a local living man or a local institution. This classification was for the purpose of determining what the comment *did* rather than what it actually *said*.

There were in the one hundred papers analyzed, 2,166 examples of editorial comment in the news columns. This means only that various types of editorial comment occurred that number of times. Sometimes the comment was a word, sometimes a phrase, sometimes a clause, and in 107 instances it consisted of entire articles which were editorial in tone and content. These articles were therefore such complete editorials that no part of them could be set aside as news free from editorial comment.

A better idea of the classification of comment can be gained by an account of what the "average" paper, if there were such a thing, would contain. This average was determined by the frequency of occurrence of different kinds of comment. The "average" paper would contain:

1. Two or three reflections or afterthoughts by the editor.
2. Two or three paragraphs of reader advertising, not labeled, in the news columns.
3. Comment in praise of a local living man, twice.

4. Comment expressing opinion for the public or some part of it, once or twice.
5. More than one editorial sentence or paragraph.
6. More than one article entirely editorial in tone and content.
7. Generally one piece of comment drawing a conclusion or making an assumption.
8. One or two pieces of comment either:
   a. In praise of local musicians, singers, dancers, etc., or
   b. Giving advice, suggestions, or commands to do something.
9. One or two pieces of comment either:
   a. In praise of a local living woman, or
   b. Predicting success for some one or something.
10. One either:
    a. In praise of a local institution, or
    b. In praise of a local meeting, dance, and like subjects.
11. Generally one either:
    a. In praise of the country, county, roads, climate, or
    b. In praise of men or women in obituaries.
12. Generally one either:
    a. In praise of a dinner, banquet, or eats of some kind, or
    b. In praise of a home-talent play, theatrical or pageant.
13. One either:
    a. In praise of a party, social gathering, and like subjects, or
    b. In praise of a program, or
    c. In praise of a sermon or talk.
14. One either:
    a. Expressing regret or disappointment, or
    b. Giving praise and congratulations in wedding stories, or
    c. In praise of a sport, game, and like subjects.
15. One either:
    a. Expressing welcome or pleasure, or
    b. Urging the public to attend something, or
    c. In praise of flowers, decorations, or
    d. In praise of gifts, and like subjects.

16. One either:
    a. Wishing success to friends or to those who leave, or
    b. In praise of young people or children, or
    c. Expressing and extending sympathy.
17. One either:
    a. Of adverse or destructive criticism to some one or something, or
    b. In praise of a dress or wedding gown, or
    c. In praise of a non-local man, or
    d. In praise of horses, cows, or other domesticated animals.
18. One example of comment on some miscellaneous subject not in this classification.

The average paper would therefore have various kinds of comment appearing in its news columns more than twenty-one times. The various kinds of comment might all occur in one long story, or they might be scattered throughout the paper in twenty-one different stories and briefs.

A word count was made using only the examples of news with editorial comment to determine how many times certain adjectives and adverbs were used in an editorial sense. Whenever these words appeared in quotations or in any other sense they were not counted. Adjectives and adverbs were used in an editorial sense 1,134 times in the one hundred papers. This makes a seemingly low average of about eleven per paper but it also shows that much of the comment encountered consisted of more than single words. Many of the adjectives here classified were also used editorially in phrases, clauses, sentences, and paragraphs of comment.

Adverbs and Adjectives Used in Editorial Comment.—The adjectives and adverbs used in editorial comment follow in the order of the frequency of their use:

Good, best, better, excellent, beautiful, fine, finest, interesting, lovely, loving, pleasant, pleasantly, successful, successfully, enjoyable, beloved, splendid, greatest, happy, respected, well-known, great (success), attractive, delightful, exceptional, delicious, esteemed, great, kind, efficient, charming, biggest, real, noble, marvelous, popular, influential, nice, inspiring,

prettiest, entertaining, pretty, dainty, faithful, prominent, bountiful, honored, genial, sumptuous, fast, all-star, leading, royally, fascinating, accomplished, bright, devoted, bounteous, talented, high class, worthy, poor, malicious, competent, tender, ideal, encouraging, artistic, loyal, brilliant, atrocious, gifted, energetic, cleanest, strong, remarkable, foremost, likeable, appealing, progressive, first-class, sterling.

The following words were used less frequently than those given above:

Grand, indulgent, able, prosperous, modest, comely, superior, magnificent, outstanding, generous, skillful, honest, upright, livest, expert, best-posted, good-natured, good-hearted, tastily, inimitably, important, enterprising, amiable, hustler, handsome, gracious, intellectual, charitable, highest-calibred, gorgeous, palatial, up-and-coming, up-to-date.

This list of words which were used in editorial comment is here given to act as a help to the student in writing news for country papers. Unless the kind of comment now being used is known, one who writes for a country paper cannot be sure that his stories are free from comment.

Smaller Papers Have Higher Per Cents of Local News with Comment.—A comparison of the per cents of local news with comment, made with all the newspapers, showed no consistent tendency for either large or small papers to have higher per cents of local news with comment. When the extremes were ignored and only the six-, eight-, ten-, twelve-, and fourteen-page papers compared, it was found that there was a consistent tendency for *smaller papers to have a larger per cent of local news with comment.* This can be accounted for by the fact that not enough papers were in the extremely large and extremely small groups to find a true average for those groups.

Comparison of Amounts of Foreign Advertising.—A comparison of the amounts of foreign advertising carried, that is, advertising which had the signature of an out-of-town dealer such as a catalog house or a merchant in another town, showed that the twenty-five papers having the *highest* per cents of local news with editorial comment had the *most* foreign advertising. If advertising which takes money out of the town were used as a measure of financial success, then the papers with the

highest per cents of local news with comment must be considered the most successful.

Comparison of Amounts of National Advertising.—A comparison of the amounts of advertising of a national product over a local dealer's signature showed that the twenty-five papers having the *lowest* per cents of local news with comment had the most national advertising. If the amount of national advertising carried be taken as a measure of financial success, the papers having the *lowest* per cents of local news with editorial comment must be considered the most successful. This result is *exactly the opposite* of the comparison using the amount of *foreign* advertising as a measure of financial success.

Comparison of Amounts of All Display Advertising.—A comparison of the amounts of all display advertising carried showed that the twenty-five papers having the *lowest* per cents of local news with comment had the most display advertising. Using the amount of display advertising as a measure of financial success, the papers having the *lowest* per cents of local news with comment must be considered the most successful. This result is the *exact opposite* of the comparison using *foreign* advertising as a measure of financial success and is in *agreement with the comparison using national advertising* as a measure of financial success.

Comparison of Amounts of All Kinds of Advertising.—A comparison of the total amounts of advertising of all kinds, foreign, national, and local display, legal, classified, professional and reader, showed that the twenty-five papers having the *lowest* per cents of local news with editorial comment had the most advertising of all kinds. If the amount of advertising of all kinds be taken as a measure of financial success, the papers having the *lowest* per cents of local news with editorial comment must be considered the most successful. This result is the *exact opposite of* the result of the comparison of *foreign* advertising and is *in agreement with* the result of the comparison of *national advertising* and that using *all display advertising.*

Placed in tabular form, the results of these comparisons using various kinds of advertising as measures of financial success are:

	Foreign Advertising	National Advertising	All display Advertising	All kinds of Advertising
25 papers high in comment had...	727 in. more	less	less	less
25 papers low in comment had...	less	1,096 in. more	3,583 in. more	4,297 in. more

From these results it would appear that the amount of foreign advertising carried was not a direct measure of financial success but rather an *inverse measure.* It would also appear that the papers which are most successful in getting advertising of other kinds either print only certain kinds of foreign advertising, such as that of a concern which has no local counterpart, or else do not attempt to solicit advertising which will take money out of the town. This is a reasonable conclusion since these papers are successful in getting enough national and local advertising, and their editors may feel that it is against the good of the community to accept advertising which takes money out of the town.

From these results it would appear that *the most successful papers commercially or financially are those which have less local news with editorial comment.* It may also be said conversely, that a paper which has local news free from editorial comment will be more likely to get all kinds of advertising except foreign, and usually does not solicit this type because the editor does not believe in helping to take money out of the local community.

Whatever else can be said in favor of the use of editorial comment in local news stories, it cannot be said that its use is an aid to the paper in getting more advertising and therefore in increasing the financial revenue. On the contrary, the results of this study indicate that using editorial comment in local news stories is poor business and that it simply *does not pay.*

CHAPTER X

Country Correspondence

The Need for Country Correspondence.—In country communities newspapers are rarely found that can do a profitable business by dealing only with the residents of the town. It is very important that all of the news in the town be gathered, but most country towns are dependent upon the surrounding country life for their existence. When the farmers cease to make a town their trading center and cease to be interested in it, that town is going backward. Farmers like to read about the affairs of the town, but they are more interested in the people who make up their own country community. Every community is really made up of a number of smaller communities in which the neighbors visit among themselves. This is not meant to include other surrounding towns, but groups of people living in the country around the town in which the newspaper is situated. These people feel that they should hear about their own activities fully as much as about their friends in the city. They have their own meetings, clubs, and interests. If the paper fails to get news of these things, they stop subscribing. Thus it will be seen that some sort of news service must be provided that will get the news from the surrounding country communities and make it a part of the community newspaper.

Value of Country Correspondence.—One country editor said that every time a new name appeared in the country items he had found a prospect for a new subscriber and generally had the subscriber already sold. Whether this situation is true or not, the fact is that country correspondence is the best way in which to secure country subscribers, and is practically the only way to hold them.

Circulation is not the only thing, however, that is benefited by country news notes. Advertising from distant parts of the county is brought in and this revenue added to the regular

business of the town. Many country people are interested in business operations in neighboring towns and will be influential in sending ads from these concerns to the paper that they think is best. Classified advertising from farmers is another source of income that is materially increased by a correspondence service. Papers attempting to give county service will get advertising from points hitherto considered out of their territory because of the interest people in that part of the county take in the news that tells of people they know.

Still another benefit derived from a good country correspondence service is the possibility of securing national advertising. National advertisers consider not only how many papers a shop sends out but also what their distribution is. The paper that covers its territory well although it does not send any great number of papers into each locality, will be a better medium for national advertising than one which has a large circulation with most of its subscribers within the city limits. The fact that papers go into practically every community around the town will be a good argument for the editor when soliciting national advertising. There are also many products that can be sold only to country residents, which means that the paper which has a large circulation in town and none in the country is a poor medium in which to advertise these products. Farm machinery and products for the farm home are good illustrations of things that cannot be sold without getting the advertising direct to the country readers. Verily, the benefits of country correspondence are legion.

Country Reporter Not Always Practicable.—Perhaps, if the country newspaper could afford it, a regular reporter to gather the news notes from each country community would be a profitable addition. Such a reporter could make it his business to spend part of his time in each locality and would no doubt write the news in a better way than it is now written. To have such a reporter is almost impossible because the average country newspaper staff does not include a man who can afford to do this and nothing else. The biggest problem in every country shop is keeping down expenses. Every added employee adds to the cost of putting out the paper. The ex-

pense involved would prevent this method from being used in a large majority of offices.

Resident Correspondents Needed.—What the paper needs is some person who is a part of each community, some one who is one of the people of whom he writes, to send to the paper each week an account of the news happenings in his locality. This person will be there every day and will know practically everything that is happening. He will have access to all meetings and can get the facts at first hand. He will be interested in the community school and in the roads of his neighborhood. He will have the interest of his neighbors at heart, and will try to make his community appear to be the best one in which to live. This attitude is absolutely necessary if he is to record sympathetically what happens there. He will know the people of whom he writes and will be more accurate in statements of names and circumstances. He will be a better judge of news values in his community than an outsider would, and lastly he will be a dependable judge of news sources. All of these qualifications make for better country news service in the community paper.

Permanent Correspondents Needed.—Good news service can be given country communities only when the person who writes the news is there all of the time. A correspondent who is well educated and writes well, but who is in the community only part of the year is not as great an asset to the paper as a poorer correspondent who is there the year 'round. Nothing rouses the wrath of country people so much as to find that their activities are being noticed only once in a while or only at certain seasons of the year. They want to see news items in the paper every week, and when these notes appear without regularity they feel that the newspaper cannot be dependable.

Good English a Necessity.—The correspondent must be able to write good, readable news. It is likely that almost any one of the residents of that community will know what is going on, but not every one will be able to write the report so that it is understandable when printed. If items appear that are a mess of words and do not give the reader a knowledge of what happened, the country readers are sure to feel, as one of them once remarked, that "There are two things about this

place that whoever writes those notes doesn't know: what's going on here and how to say it."

Correspondents Must Have a Nose for News.—The ability to know when a thing is news, to find news when it does not appear of its own accord, is necessary for the good country correspondent. Initiative is required in finding the material for the weekly items. Many persons in the community who are well fitted for the job in other respects do not possess this quality of scenting news material. No one can stay at home all the time and learn of all events in the community through the people who come to visit, or worse, by "listening in" on the country telephone line. Too often this is the only method of gathering news employed by the country correspondent.

Correspondents Must Be Able to Co-operate with the Editor.—The writer of country items must realize at all times that the editor is the man who runs the paper. There has been many a heated argument and long-lasting enmity caused by the editor's trying to make the correspondent understand that he could improve his items. It should be made clear to the person picked to write country items that he must co-operate with the editor to make this news service as good as it can be. When the editor sees fit to delete some of his material the correspondent must realize that it is for the best interests of all concerned. Too often this understanding is conveyed to the writer long after he has been sending in items that have been accepted. It should be the understanding before the correspondent begins his service.

Choosing a Correspondent.—All of the qualifications mentioned above are hard to find in one individual in each community, but if the editor investigates the situation a little he will nearly always be able to find a person who will qualify. School teachers may make admirable news-gatherers—when they are in the community. During the summer vacation the editor is confronted with a difficult situation. No correspondent likes to "fill in" and to be considered valuable only when someone else is not available. For this reason school teachers do not make the best country correspondents. It has been suggested that since they are outsiders they will be unprejudiced in local controversies. The disadvantage of not know-

ing members of the community as one would who lives there permanently, will generally offset this seeming advantage. Teachers are just as likely to give the benefit of the doubt to those who are "nice" to them as the native writer would be to give it to his friends. There is no doubt, however, that the teacher hears almost everything that is current in the community, through the school children. She is at any rate a valuable source of news for the correspondent.

Preachers, mail carriers, rural storekeepers, meat sellers, the county "Watkins" man, the president of the country lodge, and many others have been tried as correspondents. There are advantages and disadvantages in each case. The best correspondents that the writer is familiar with are women who have been school teachers but who have married local men and are now residents of the community. They have all of the above qualifications, usually, and are easy to keep interested in the work. They are usually fairly well educated, can write accurately and clearly, are permanent, are more fair-minded than one born and reared in the community, are interested in what goes on, for they are used to more activity than the country affords, and will take a suggestion kindly when they are shown that the editor is really trying to help them.

The woman who has been away to school as a girl and has later married and settled in the community is another prospect for a good correspondent. There is no rule for determining who will be the best person to write the country news in any certain community. The editor will always have to look the situation over carefully and choose his representative with care.

Copy-reading Correspondence.—Journalistic style is not an easy thing to learn without instruction and sometimes the best correspondent will fail to use good sentences, construct good leads, and choose his words with care. With a number of poor writers on the list the need for carefully reading all correspondence and correcting it before it is put in type is greater. Office style should prevail in correspondence as well as in all other news and disagreements in capitalization, punctuation, name styles, figures, expressions, etc., must be corrected. Trite, worn-out words and phrases, old maxims and wise sayings, and moss-covered jokes, are things to be watched

for in editing correspondence. Long, poorly constructed sentences are also often found. The writer is familiar with several country shops in which the machine operator is expected to word correctly all correspondence as he sets it. Sometimes he does a good job of it; more often he misses a majority of the mistakes. Copy-reading the correspondence is a job for the editor and needs to be as carefully done as copy-reading of other news. Most country correspondence is written in longhand, which at best is not easy to read. The editor will find it a profitable practice to go carefully over all country correspondence and by the use of certain standard marks make the items more readable. This takes a responsibility off the linotype operator's shoulders and speeds up production considerably, since it requires much of the operator's time to figure out just what the correspondent meant to say. The following practices will aid materially in the ease with which correspondence copy can be handled.

(1) See that all *i's* are dotted and that no *e's* are made like *i's*.

(2) Overscore all *n's* and underscore all *u's*. These are easily confused.

(3) Separate all words that are run together. Many writers forget to space words in longhand and the operator often runs them together subconsciously. Use the straight up and down mark to separate them.

(4) Cross out or erase all handwriting flourishes. These only serve to mix up the operator.

(5) Print all proper names, making each letter distinct.

(6) Use small letters in preference to capitals to secure the maximum legibility.

(7) If lines are crowded at the bottom of the page, write them over on another sheet of paper and paste it to the first part.

(8) Number all pages of copy consecutively so that the operator will have no difficulty in finding the one that comes next.

(9) See that every paragraph is indented at least half an inch and make some kind of a mark (such as an L tipped to the left) to show that a paragraph begins there.

(10) If a piece of paper must be attached to a sheet of copy, use paste. Paper clips and pins come loose and there is trouble finding the place to make the insert.

What Is News in the Country.—The kinds of news which the country correspondent can be on the lookout for are essentially those that the editor finds in the town. There will be much news which is strictly personal. Names will appear in nine out of ten items. The visits and activities of members of the community will be recorded. Births, deaths, marriages, meetings, events, accidents, fires, and other things that are news in the city will also be news in the country. The substance of many items may appear trivial to the town or city reader but it is important for the country reader because it affects his life. Township and school district elections and politics will furnish material for good country correspondence. Situations and conditions peculiar to the country, such as keeping the roads clear in winter, community get-togethers, etc., offer an added possibility for news.

The country correspondent can be trained to gather farm news. He will know what the farmers are interested in; he will have daily contact with them and will find out what they are doing that will interest their neighbors. Besides saying that "John Brown is hauling hay to fill his barn this week," the correspondent can get many facts about what John Brown does with his silage, how much plowing he has done, how many head of cattle he will keep through the winter, and other information interesting to neighboring farmers. This side of country correspondence has been sadly neglected in the past. Most of the items have told of visits and where this and that family "Sundayed." Urge correspondents to write farm news, and when they do send in a good farm story give it the prominence it deserves. If it is a front page story it can profitably be taken out of the correspondence column and given a suitable head. A difference in the rate paid for such news will bring to light much news that has hitherto been buried in a two-liner.

The correspondent will not remember to look for all the different kinds of farm news unless he is furnished with a list of them. The material on news sources on a farm given in an-

other chapter will furnish the correspondent with a suggestive list of things he can write about. All farm news is news that the country correspondent can get, with the exception of "agricultural copy" from schools and local farm advisers.

An event occurring in the country will perhaps rate not more than a few lines in the town paper, judged by the standard of what is news in the town, but it is probably worth much more in the country items. Many weddings are written up in a few sentences in the town news, but often a wedding in the country is one of the biggest events of the year. The family plans for it for months and all the neighbors look forward to it as a big celebration—and it *does* take the form of a big celebration. Some of the weddings held in a farming community in North Dakota last for three days and there is more excitement there than there is in Chicago when the biggest convention is in session. Such affairs may not be worth much as news for the town people, but they are worth good stories for country readers. The point here is that news values differ with the locality for which they are written. Proximity plays an important part just as it does in all news, but there is also a difference in the standards for judging news. Country news should be written as fully as the event will justify in the interest it has *for country readers.*

Helping the Correspondent.—Most people dislike to be "told" how to do things, and country correspondents are no exceptions to the rule. When the editor attempts to dictate methods and demand results from them there is a rebellion fostered that will eventually lead to trouble and the loss of loyal service. Everything that is said or done to better the service of the correspondents should be in the nature of a suggestion. Some of these "suggestions" will be pretty strong, it is true, but any "encouraging with brickbats" that is done does not accomplish much.

Various methods have been tried to make correspondents more able to write news notes well. School sessions conducted at a group meeting of all the correspondents of the paper for several days have sometimes proved beneficial. It is hard work to get these people together, however, and they usually resent the thought that they have to be "educated." Some papers try this one day every month or at longer inter-

vals. When the means of transportation make it possible to get the group together it is a good opportunity for the editor to explain their work to them and to show them the reason that good writing is necessary. The idea of helping them should always be emphasized.

A feature of the work of the *St. James* (Minn.) *Plaindealer,* is the annual entertainment at the newspaper's office at which correspondents get actual training in writing and *handling* the news matter. The 1925 gathering was held late in October. J. Harold Curtis says of it:

> We issued a special edition of the *Plaindealer* in the evening while the correspondents were in our office. They were interested in viewing the mechanical work of getting out a newspaper. We had all the equipment in the office running, which included the Model 8 Linotype, our jobbers, the caster and newspaper press.
>
> The correspondents were first taken to a movie show, after which W. P. Kirkwood, editor of publications at the University Farm, University of Minnesota, gave a talk on "What is News?" They were then brought over to the *Plaindealer* office to see the plant in operation. A lunch of pumpkin pie and coffee was served at the office.

Developing a Working Spirit.—Those business concerns prosper most in which the employee is made to feel that he is a part of the business. The editor will do well to remember this in developing a good spirit among the people who write his country correspondence. They should be considered as members of the staff of the paper and accorded as good treatment as if they were in the office. Witticisms on the work of any of them means the ruination of the service. Nothing can be allowed to go into the paper that will reflect discredit on the news writer. It is a weekly occurrence to receive some item that, if printed, would make people think the correspondent exceedingly ignorant. The reputation of the paper depends to no small degree upon the reputation of the correspondents.

The editor should urge all correspondents to visit the office as often as possible. If they trade in town, as most of them do, a visit to the office every week can be made a part of their

trips to town. They will get to know the office force, and a personal touch will be established that will make them more interested in being a part of that organization.

When it is not possible to have correspondents visit the office, the editor can find time to visit them once in a while. In a day, the editor can cover most of his territory and see each correspondent for a few minutes, but even if the circuit takes a week it is an investment well worth while. Ideas can be exchanged on the way the service is being handled. The editor can get an idea of peculiarities of situations and he can see the handicaps under which certain writers have to get and deliver their material. Helpful suggestions can be given personally, and when thus given they are much more likely to bear fruit.

Remembrance cards, blotters, books, greetings at Christmas, Thanksgiving, and holidays, and sometimes a correspondent's bulletin each month, serve to let the correspondent know that the office is interested in him. No opportunity should be lost for making the bond of friendship between the correspondent and the editor stronger. A good spirit makes a good worker.

In any scheme of training correspondents the paper must stand the expense, and naturally the best scheme will be the one that gives the biggest return for the smallest investment.

Personal letters are another means of helping the correspondent. This method is usually quite successful, for the correspondent feels that the editor really has an interest in him when he writes him personally.

Folders or single-page leaflets sent out once a month are often used. They contain, besides suggestions, a list of errors found in country correspondence during the month, that should be avoided in the future.

Since prevention is better than cure, the best way to keep correspondents from making many mistakes is to give them instructions about the things to avoid in writing news. This can be done by compiling in neat form the suggestions that the editor has to make on getting the news, news sources, news values, writing the news, style, grammar, expressions, preparation of copy, press time, etc., and sending it to all correspondents. This will serve as a handbook for them and the sting of personal criticism and "laying down the law" will be

entirely absent. The *Piatt County Republican,* published at Monticello, Illinois, has used this method with remarkable success. They have issued a booklet, the *Handbook for Correspondents,* that is attractive and contains the directions and information that they think their correspondents should know. The contents of this booklet follow:

Introduction

This little booklet is calculated to be of assistance to our corps of country correspondents in the gathering and preparation of news items. It is not always the easiest thing in the world to know just how to go about gathering news items or how to handle them after they are secured, and it is with a view to assisting you in this important work that we have prepared this little booklet. Read it carefully and then keep it for reference and we are sure you will find it an invaluable help in the preparation of your copy for the paper. (Signed, The Editor)

Getting and Writing the News
Legibility and "Style"

Write only on one side of the sheet. Don't be afraid to use plenty of paper—when your supply is gone, we'll send you more.

Write each item as a separate paragraph and leave plenty of space between paragraphs.

Leave plenty of margin on all sides of the sheet and don't crowd your lines together. Don't use a hard pencil. If you use a typewriter, always write your copy double-spaced.

Write plainly—just as plainly as you possibly can.

If a proper name is in any way odd, spell it in hand-printed capitals, thus: SMYTHE. Be careful to spell every person's name correctly and use care in getting the initials right.

Always put "Miss" or "Mrs." before the name of a lady; but don't put "Mr." before a man's name in a personal item.

Head each set of items with the name of your community, your own name and the date of mailing.

Watch our columns for style in capitalization. The tendency of the average writer is to capitalize too much.

Don't begin a sentence with figures.

Don't abbreviate the names of the days of the week.

It is not necessary to write the name of this state after towns or cities in this commonwealth. Where the community mentioned, however, is an obscure one, it is well to designate in what county it is situated.

Remember that when you write "tomorrow" in an item it always means the day following date of publication, not the day after the item was written.

Questions to Answer

Who? What? When? Where? Why? How?

Every printed news item should answer, so far as they can be asked concerning it, any or all of these six questions.

To illustrate: If an accident has happened, the item should tell to whom, of what kind, when, where, why and how it happened. Give all the details.

Judgment to be Exercised

It is impossible to lay down hard and fast rules concerning news giving. For instance, always to give all the details would be to

make a paper's news columns ridiculous. In some instances it is sufficient simply to state a fact. In others it is exceedingly aggravating to have a fact just barely stated.

To illustrate: If Charlie Jones has the measles, it is enough to say that "Charlie, the little son of William Jones, has the measles." If, however, he has it in an especially malignant form, or in some other unusual way, the particulars should be given.

On the other hand, if William Jones' house burns down, all the details should be given. Tell what kind of house it was, where located, when the fire occurred, how it caught, who discovered it and how, what was done to put it out, what was lost and what was saved, how much insurance there was—all the particulars. If there was anything especially exciting about the fire, tell of it, and don't neglect to tell to what neighbor's home Mrs. Jones and the little children were taken for the time being, where the family is to reside temporarily and what Mr. Jones' plans are for the future.

Thoroughness and Accuracy

First, get the news; get all there is to get. Next, get it correctly.

Nothing so disgusts a paper's readers as to feel that it cannot be relied upon. Casual rumor is not a safe thing to depend on. It may be correct, but it is more than likely not to be. Rumor, though, is often a good basis to start on, but the information should be "run down" and verified or corrected. Rumor generally mixes matters.

The best way to get news correct is to go to the persons chiefly concerned. Rightly approached and assured of a correct publication, most persons will gladly give all the information they can. Now and then a contrary person may be met with. If a judge of human nature, you will soon learn how either to approach or avoid such. The information wanted can almost always be easily obtained from some one else. But never make a promise to withhold news, just because some one who likes to be peculiar asks you to do so. Where an apparently plausible reason for not publishing an item is given, submit the facts to the editor, and let him assume the responsibility for publishing or withholding.

Trifles versus Trivialities

The little things in the way of news items count. But a distinction should be made between trifles and trivialities. Things should not be written merely to fill space or "make a showing"—in inches.

To illustrate: If John Drummer is a traveling man, who spends his Sundays at home, it is not news to remark that "John Drummer spent Sunday with his family." But if John Drummer's trips are of long and irregular duration, then his home-coming is a matter of importance as a news item. But it will be better, even then, to anticipate than to record, or to say that "John Drummer will reach home next Tuesday," than to say that "he was at home for a few days." He may have friends who would like to see him, and who in the one instance can plan to do so, while in the other they can only regret that they did not know that he was home. This is a point that should be thought of in connection with nearly all personal notes, and especially so where the visitor is a former resident.

The same principle applies to news items in general. To illus-

trate: To say that "it rained Friday" would, if that was all there was to it, be trivial. If, though, it rained so hard as to swell the creeks, wash away a bridge or two, render impassable a section of the road or do other damage, then the rain storm would be important as an item of news, but the full particulars should be given. Simply to announce, under the circumstances, that it has rained, would be enough possibly to make the editor wish he had a man handy to do some swearing for him.

News, Not Opinions, Wanted

Comment is out of place in a news budget. Opinions, if expression of them is desired, should come to the editor as separate and signed communications.

Quoted opinions, however, are often valuable as news. If some public question of local importance is agitating your neighborhood, the more opinions that you can get concerning it, the better. Tell what Mr. Roberts thinks, and what Mr. Ellison thinks, and so on. But be very careful to represent each correctly.

A Privilege to Be Exercised

The foregoing is not intended to debar you from ever using space for matter other than that which may be strictly and technically styled news.

Besides telling of the births, deaths, and marriages, the accidents, the comings and goings, the social doings and the various other events or happenings of a distinctively news character, you are invited to put in a good word every time you can for your town, your neighborhood, your school, your churches, your local organizations, and your people generally.

Descriptions of local matters of interest are always welcome. And friendly or encouraging words for persons in any way contributing to the good of your community—these are more than welcome.

The Kind Word—The Unkind Word

When there is an opportunity for saying a kind word, say it. But resist the temptation to say the unkind one.

Send no item that. printed, would make an enemy for yourself or the paper. This is not because the paper is afraid to make enemies, but because it is not a correspondent's duty to act as censor. If abuses exist that you think ought to be corrected, send full particulars to the editor, with names of responsible persons possessed of the fullest information concerning them; then leave the responsibility for using or not using the matter with him.

Most honest people like to see their names in print. As a rule, it is only affected, not really, modest people who object to a proper publicity, provided discrimination and good taste are exercised in the use of their names. Therefore, get as many items as possible about people.

Just here comes in a suggestion of importance. The weakness of most correspondents is that of missing too many people. They fall into the habit of depending, in their news-getting efforts, on old friends and fail to cultivate new ones. As a consequence they travel too much, to use that expression, in a circle.

Instead of next week speaking only to Mr. Brown, Mr. Rosencrans, Miss Grundy, and the accustomed "old reliables," go also to an entirely new set of people, and see what a brand-new and fresh lot of items you can find. Think of the persons in your neighborhood concerning whom you have never, or not for a long time, had an item of news and see what you can find out about them

or their affairs. In this way you'll discover new storehouses of items. This family will be expecting a visit from an old friend; that one will have just heard of the marriage or death of a former resident of the vicinity; the other one will have lately been making a study of old heirlooms or relics. This woman will be engaged in producing something novel in the way of fancy work; that man will have just had an interesting result from some experimental work he has been doing on the form or in his garden. You will be surprised to find how many more kinds of items, as well as how many more items, there are in your territory than you had imagined.

Untold Stories of the People

There is scarcely a person in your neighborhood about whom an interesting story cannot be told. Such stories help to brighten up a local news column.

In one family there may be a girl who is showing an especial aptitude for music, or a boy whose mind runs wholly to botany or geology, and who in consequence is constantly finding things about the farm that no one dreamed existed there. In another family there may be another kind of boy or girl, doing something in some other, but just as interesting, line.

And there are, of course, the old people with bright minds and good recollections. Their birthdays should be noted as events. Sometimes they are interestingly reminiscent; when so, they should be interviewed.

The school teacher ought to be able to suggest many interesting things about the youngsters that manifest themselves incident to their school work.

Births, Marriages, and Deaths

Reports of these are always important as news.

In inquiring for news, the correspondent should always ask if the person inquired of knows of any recent births in the neighborhood, or elsewhere, to parents in whom the people of the vicinity are interested.

No comment should be made upon birth announcements excepting, if the event occurred in some other place, to state that the parents formerly lived in your vicinity or that the mother was formerly Miss —— or something similar for identification by old friends. The name of the baby, if a name has been adopted, may be given.

Correspondents are asked never, under any circumstances, to attempt any witticism in announcing the birth of a child; they are also urged to be exceedingly careful to get their information as to the names of parents, sex of child and date of birth exact.

People like to read about marriages.

If they are of worthy character and reasonably well known, always tell about the contracting parties. Tell whose daughter the bride is, where she was reared and schooled, what some of her accomplishments are, how she was dressed on the occasion, by whom she was attended, and give details as to the ceremony and particularly as to any features of it that were different from most marriage ceremonies. Make distinctions, of course, between quiet, home weddings and the elaborate kind, whether occurring in church or at the home. The latter should be gone into more in detail than the former. Don't forget to tell something about the groom (although you need not tell how he was dressed). And tell, of course, about the reception, if there was one, and about the guests from out of town and about particularly unique

presents. And, finally, tell where the couple are to live and when they will be at home.

Death notices should consist mainly of a summary of the facts concerning, and incidents in, the life of the person deceased, and should be brief or extended according to the interest that the life of the subject may have to the readers of the paper. If, for instance, the deceased was born in the locality, and was long identified with it; and especially if he or she had been active in its affairs and widely and favorably known, the notice should be made more full than if the person had but recently come to the neighborhood and was but little known. The date and place of birth (and maiden name, if the deceased was a married woman), date and place of marriage, different places of residence and kinds of occupation, names of immediate relatives who survive, when funeral occurred or is to occur, data as to church membership, lodge membership, public offices held, etc.—all such information, where obtainable, should be given with great care. The always preferable way, when practicable, in which to obtain a suitable notice, is to have it written by some intimate friend of the deceased. In any event the best way to get the information is direct from the family.

Getting Facts for an Emergency

Sketches of people advanced in age or hopelessly ill should be prepared in advance and sent to the office. This will enable prompt publication where deaths occur but a short time before the hour of going to press. Whatever needs to be added may be telephoned at the last moment.

Advance copy may also be prepared in connection with marriages, where a report needs to be elaborate. The arrangements are usually completed several days in advance of such events, and full particulars can often be obtained more correctly than in the hurry and confusion incident to the occasion itself. Of course care must be exercised to report any change from the original plans. Again, use the telephone.

There are always "rush" hours in a printing office. They are the ones just before going to press. During these hours the editor's principal worry is to decide what he can best leave out. Important news sometimes has to be ruthlessly "cut" because there is not time in which to put it into type.

Brief but Important Points

Carry a notebook; jot down news as you hear it—don't trust to memory.

Send a second or third letter or postal card, if necessary, in order that the paper may publish the latest news from your vicinity.

Make reminders of things yet to occur.

Telephone important news that you hear of too late to write. Tell the operator to "reverse" the charge.

If a murder, suicide, serious accident, big fire, or other exceptional thing occurs, telephone at earliest possible moment. Give all the facts you can get, and the news will be written up in the office. If the matter is one of very great importance, the editor may wish to send a reporter to assist you; so please be prompt.

Do not send jokes, the point of which will be seen by only a few who "are in the secret."

Keep in mind the fact that late news is usually the best news—best because it will surprise the readers who haven't heard it, and

because it will make those who have heard it wonder how the paper got it so soon and how it could be printed so quickly.

Speak a good word for this paper whenever you can. Send to the office the names of persons who should be, but are not, subscribers. Sample copies will then be sent them. Don't mistake advertising for news. If your storekeeper asks you to say that he has just received a large stock of the latest goods, tell him that is the kind of item that the paper makes a charge for.

Grammatically speaking, write as well as you can, but don't hesitate to send news because you fear you may not construct faultless sentences. It is the editor's business to correct copy and he would much rather receive ungrammatical letters giving all the news than grammatically correct ones that fail to give it. Don't attempt "fine writing." The plainest English is the best.

The Editor's Part

The editor is trying to do the best he knows how.

He may sometimes leave out items that you send. He will not do so except for good reasons. Very often his reason is lack of space. Seeing other less important matter in the paper, you may wonder how this can be. Generally it will be because the other matter was in type before yours had reached the office, and sometimes it will be because it has already been printed on what is called "the first side" of the paper. Even if you get your letter to the office ahead of the time specified, he may have to cut out some items because of an unexpected rush at the last moment. It is no uncommon thing in this office to "kill" from one to three columns of matter each week, because received too late to handle.

A Word in Conclusion

The editor is, you will find as you will come to know him better, a reasonable as well as well-intending man.

He has filled this little booklet with a lot of do's and don'ts, that, if every one of them could be heeded to the utmost, would make of every one of his correspondents an ideal news-gatherer. He would frankly say, though, that he is conscious that he has preached a great deal better than he would himself be able to practice!

The most expected in the way of practice, from our correspondents, is that each will profit from the suggestions to the best of his or her ability and do just as well as he or she can.

If at any time you think of some way in which this newspaper can, in your opinion, be made more interesting to its subscribers, do not hesitate to write or speak to us concerning the matter. Suggestions to that end are always welcome.

Methods of Organizing Correspondence.—Time is money in a country shop just as surely as anywhere else. If news notes come in from thirty correspondents on as many different sizes of paper, in all colors of ink and pencil, written illegibly, the paper is held up while the editor gets this material into readable form. Most newspapers furnish the correspondents with all the paper they will need. This does not have to be a high-grade bond paper but should be of a quality that will do for writing in ink. Ink can be sent to correspondents but a better method is to give them the money to buy it with. In-

delible pencils are not as good as ink but are easier to use and so much correspondence is written with them. These are also furnished by the paper. Envelopes with the name and address of the newspaper printed on them will make delivery more certain. The line "News—Rush" is often printed in the lower left-hand corner to help get the items in on time, but whether this really helps or not has not been proved. The newspaper can print this stationery in large quantities at small cost, whereas the correspondent would have to pay retail prices and the newspaper would eventually have to stand the expense.

The practice of printing special stationery with the name of each correspondent on it may help in holding the interest of the correspondent but it is more work, more expense, and much of the paper "goes astray." Uniformity in the paper and envelopes used will be the better policy for the newspaper.

Some papers send stamps to the correspondents and some papers expect them to buy their own stamps. It is a small item but it is generally best to allow some money for stamps. Correspondents are instructed to send their material in one bunch unless some big news breaks after the weekly lot has gone in, when they are urged to send it in immediately either by wire, telephone, or special delivery.

A distinguishing head for country news notes is a good feature since it sets off this news from the rest of the paper. Any method of handling correspondence to make it easier to read or find in the paper is worth while. Most papers run all correspondence on the same page. When there is too much to run on one page it is run over on the same page each issue. Country readers come to look for their news in the same place in every issue and like to find it there.

The page on which to place correspondence is not one of the subjects upon which country editors agree. Some papers can be found that run it any place it happens to "fit." The front page, back page, editorial page, local page, and every other page is sometimes used by some papers. Reason would withhold correspondence from the editorial page since it is supposed to be news and not comment. Certainly it is not editorial matter and is run as news. The local page is not the best place to have it since this page is devoted to news of the town and immediate vicinity. These items are second in importance,

only to local news and for this reason they rate a place of importance. The back page would seem to be a logical place to put them since it is easier to find than any page in the paper after the first page is read.

Most papers "size" their items of country news. This means placing the shortest item at the top, the next shortest next and so on to the longest item. This practice adds to the appearance of the columns in the paper, simplifies the problem of "filling in a hole," since any item may be removed, and prevents having to split an item at the bottom of the column.

Getting Correspondence in on Time.—Lines like "Too Late for Last Week," "Carried Over From Last Week," "Late News Notes," etc., should be relegated to the melting pot. If correspondence is not timely it lacks interest for the readers because country people are not so far behind the times that they enjoy news two weeks old. Unless the roads are blocked by a blizzard that does not abate before press time, or the correspondent is taken sick, news notes should not be run after being held a week. There will often be times when the editor will think it necessary to leave out something. In that case some of the "canned" editorial, material from exchanges, or unimportant local stuff can more profitably be left out than good live correspondence. Generally the correspondence is the first thing to be hit when the editor starts on a "cutting" streak. Occasionally a paragraph about some event to come in the future may be carried over and run the next week without loss of news value. More often there is some material from other sources that is "time stuff."

How to get correspondents to send their material in to the office so that it will reach there on time invariably, is an unsolved problem. They should be made to understand that unless the editor has time to read their copy, and the printer has time to set, correct, and make it up, it will not be run. It is good policy to require copy in a day or two before press day and many papers require it to be in the office before Monday noon if they print Thursday. If it all comes in on the same day the editor's job is simplified, for he can take care of all of it at once.

Deductions from the pay check are discouraging to the correspondent, and for that reason a better method to get material

in on time is to offer something to be gained by being prompt. A higher rate of pay for material in the office by Monday or Tuesday speeds up matters. Prizes have been given for the most prompt correspondent as well as awards for all who have a certain dependability. These awards may be something that the paper has or can secure at little cost. A subscription to the paper, private stationery, position of notes in the paper, maps, pocket guides and small books have been found to be good awards. If a man is paid only when the editor happens to feel like writing a check, he may forget to write notes and will send them in only when *he* feels like it. Correspondents should be paid at regular intervals. The best way, as proved by the experience of a majority of editors, is to pay once a month, when the number of inches the correspondent has sent in is determined and a check sent to cover all expenses incurred and his remuneration.

Rate of Paying for Correspondence.—The amount paid for correspondence by one hundred country papers as shown in a survey conducted by the writer, varies from nothing to ten cents an inch. Those papers that pay nothing show it in their news. Most people do not feel that a subscription to the paper and an occasional "puff" by the editor is enough for writing news notes. Interest in the work can be maintained permanently only by paying the writer what he deserves. If his material is not worth paying for, it is not worth printing. The editor cannot expect to get something for nothing, and should pay for what he gets just as he expects to get paid for what *he* does. Prizes may be given until the possibilities are exhausted, awards and special privileges worked overtime, and at last the editor will come to see that remuneration in "coin of the realm" is all that will get him good correspondence and get it to him on time. A rate of one or two cents an inch may be economical in that the outlay is small, but the returns will probably be in proportion. The experience of many editors has been that five cents an inch is a good rate to have in paying for country correspondence. It is low enough to keep down expenses and is high enough to make it worth while for someone to write the news. Every editor will have to work out his own scale for his own community. If cheap labor gives cheap

results, it is a poor investment, and good country service is worth money.

Evaluating the Correspondent.—The editor will soon know whether a correspondent is permanent or not. He will be able to learn that he is a resident of the community, that he knows local people, customs, and living conditions. The difficult thing to determine is whether or not the correspondent has that intangible thing, "a nose for news." To evaluate a correspondent and check up on him in his work the editor must have other methods with which to work. If the editor spends any time at all in the country getting farm news, he will learn of many news happenings in each locality. If the correspondent is not getting these notes and continues to miss a great deal of the news each week, the editor is right in concluding that he either does not make an effort to get all the news or else needs some help in learning what news is. If the editor calls his attention to the material he has missed and suggests ways in which to get more news the situation may be helped considerably, but if the correspondent continues to miss them, a new writer is the best investment.

Checking up on the correspondent without spending any time in the field is possible. Hardly ever will it be impossible for the editor to know some one in each country locality. Some editors call this farmer friend on the phone each week and have a few minutes' conversation with him. Much news is gathered in this way. Talking with country visitors to the office is another way in which to learn what has been going on in the visitor's neighborhood.

The Use of Blanks.—Blanks are sometimes furnished correspondents upon which to record the important facts about deaths, weddings, births, etc. These are helpful in that they give the facts. They are limiting, however, and do not get all the news about an event. If the correspondent is asked to add a paragraph of news which deals with any special phase of the subject, the account will be more complete. Blanks furnished to doctors, preachers, and other officials upon which to record this material will prove a help and a time saver.

Correspondence from Neighboring Towns.—When the towns near the local field have daily papers it is almost useless for the country editor to try to carry news notes from those towns

with the expectation of interesting readers there. The importance of news from other towns to the local readers, however, should not be underestimated. Very few people take papers from neighboring communities and yet many have friends or relatives in those towns and want to know what they are doing. The editor can better his local news service a great deal and gain many subscribers by carrying each week some news notes from neighboring towns. This news is best secured through a correspondent. At one time the *Mouse River Farmers' Press* at Towner, North Dakota, had more local news from several neighboring towns than was carried in the papers published in those towns.

Is This Poaching?—This gathering of news in another's territory has been called "poaching," or stealing the other fellow's news. The question is whether a paper can give good community service without having news notes from other towns. The papers of the county did not think it wrong to run items about Towner and they had a much better chance to get their own local news than the *Press* did. It is a legitimate way of bettering news service to get these notes unless underhand and unscrupulous methods are employed in doing it. The people are going to read the paper that gets the most news from all the communities they are interested in, in addition to the local material. It is not poaching to cover the field better than a competitor in another town. The *Owatonna Journal-Chronicle* at Owatonna, Minnesota, runs more than 250 inches of news notes from country communities and neighboring towns each week, and for this reason its news service is excellent. Square methods of getting and handling these notes will not provoke the wrath of any neighboring editor who is awake to the value of thoroughly covering the territory.

Sections for Neighboring Towns.—When there is no paper in neighboring towns the editor will find it advantageous to devote a page in his paper to news and advertising from these towns. Often one town will take a whole page and this page will be made up as if it were the newspaper for that town. A resident correspondent is absolutely necessary in this case to gather the local news and to solicit advertising. Usually the people in that town are very glad to have a service of this kind and the editor will get a good amount of advertising from the

business men. This also builds up a good circulation since the residents are anxious to read of local happenings. If there is a paper in the town, the editor would not be justified in running such a page since it would be materially hurting a fellow editor's business.

It must be kept in mind that no correspondence service or section in a paper is a good investment if it necessitates work on the editor's part that will make him neglect local news-gathering and soliciting of advertising at home. The editor's first concern is with his own community and his first job is to give complete news service to residents of his town and immediate territory. Only when this is done is he justified in carrying a service for a neighboring town.

CHAPTER XI

Farm News

Farmers and the Community Newspaper.—Every country newspaperman is vitally affected by the farming situation in the country surrounding his town. It is usually not a lack of interest on the part of the local editor that is responsible for the scarcity of farm news in his paper today but rather a lack of understanding of the methods of getting farm news. One country editor when asked why he didn't have more rural news each week said: "We ought to have and we'd like to have, but farmers are not ordinary human beings; they are farmers. We've had farm columns for a long time and it doesn't help our subscription list any."

In one sense, he was right. Farmers do have interests that seem trivial and unimportant to the average city dweller or even the resident of the small town. They live a different life, have different associations, different problems, and therefore different interests than the town residents.

In another sense, he was mistaken. Although farmers are always pictured in the minds of city people as living away out somewhere, far away from everything that's bright and lively, they are nevertheless much interested in what is going on in the outside world which they consider quite as much their country as anyone's.

The purchasing power of farmers today is so great that no town can afford to neglect farm trade and since this is the case, no country editor can afford to neglect the possibilities of getting and keeping farm readers by giving them a good news service. Something of the ability of farmers to buy goods, even luxuries, can be learned from the following story which appeared in a small-town weekly newspaper.

Farmers Are Large Buyers of Motors and Automobile Supplies

Farmers own 3,821,085 of all automobiles operated in the United States, according to automobile trade statistics. Of these, 3,453,159 are passenger cars and 367,926 motor trucks.

Iowa leads all the other States in the number of farmer-owned cars with 219,854. Texas is second with 207,334 and Illinois third with 195,788, followed by Ohio 192,080, Pennsylvania with 191,793, and New York with 178,019.

In the proportion of automobiles to farm population the figures show, California is first with one car to every 3.8 farm people. Then come Nebraska with 4.3, Iowa with 4.5, New York 4.6, Pennsylvania 5.2, and Ohio 5.9. For the United States, including the negro farm population, the average is one automobile to every 8.1 people. The average in cities of 1,000,000 population or over is one car to every 8.3 people. In New York and Chicago the average is one to every 15.5.

Farmers, according to statistics, are the greatest buyers of automobile equipment. They purchased 9,250,000 tires and 10,000,000 tubes last year. Mail order houses supplied a big per cent of these. Other items of automobile equipment bought by farmers last year were: 1,250,000 storage batteries; 8,000,000 spark plugs; 7,500,000 feet of brake lining, 45,700,000 gallons of oil; and 18,000,000 piston rings.

Country papers have been running farm news for a long time. Some of them have a whole page of it each issue. The difficulty lies not so much in the amount of material now used—although the possibilities have only been touched—but in the source of the material used. An analysis of various country papers will reveal that altogether too much, and sometimes all of the farm news, is what has been termed "canned" copy. This is sent out free of charge in many cases by various agricultural agencies, schools, and county agents, and is run because the local staff has not secured copy enough to fill the forms.

The Farm Is the Best News Source.—This statement is not written with a view to belittling trained agriculturists or

scientific experimenters. The copy they send out is usually authentic and contains much that is of value. It does not greatly attract the farm-reader, however, because it does not apply to his particular community. It lacks the local touch; and he is much more interested in a small paragraph on what his neighbor feeds his hogs than in a scientific experiment that some one he doesn't know has performed, even though the results may be valuable to him.

Farmers are human; they like to read news of their neighbors and are just a little more human in the value they attach to these neighborhood items than the man who lives in a city and knows his neighbor less well. If farm news is to be written for farmers, the farm and the farmers themselves must be the true sources of the news.

The Farmers' Interests.—It is safe to say that a farmer is interested in the things that people in other occupations are interested in, *when those things touch his life.* The election of a president is a part of the farmer's business and he feels that he has much to gain or lose in such a national event. At these times every farmhouse in the land is the scene of many a heated argument concerning the merits of the different candidates, even though it be among the members of the family. If it were true that rural folks may blame a crop failure on the election of the candidate of the opposing party, this would only reinforce the fact already stated that the farmers are interested in what affects them—even if it be imaginary. If the farmer is given the news, and all of the news instead of what he now gets through syndicated services, he will not have this attitude. In this respect the local editor is much to blame for he should be the one to interpret such news fairly through the columns of his editorial page.

By far the greater part of the farmer's interest, however, lies in the things with which the people in urban communities do not think it necessary to burden their minds. He wants to read about the things he knows most about; the things in which he feels he is to some extent an expert. Every item on the farm is a part of his means of making a living. Every foot of land he tills is a portion of his kingdom. His thoughts are localized; they are upon the things with which he daily comes in contact.

News Sources on the Farm.—What are these numerous interests with which the life of the farmer is filled? We may consider them in certain groups.

A. *Crops.* The farmer is interested in crops, for from them he derives an income. A forty-acre patch that is yielding 50 bushels of wheat to the acre on a neighboring farm when wheat generally is running 20 bushels to the acre in that locality is a big story. Perhaps the man who got that yield knew something about plowing that the others didn't. Perhaps he used a fertilizer that agricultural experts had been preaching about for two years. If he did, then a good story in the local paper on why John Smith's wheat was going 50 bushels to the acre would sell more farmers the idea of using that fertilizer than all the scientific stories on it sent out from the agricultural school in a year. That would be the opportune time for the country paper to use a story from the agricultural bureau, linking it up with the local situation. A trip to the farm of the successful farmer would probably net enough news for many good stories.

Under the general heading of crops come literally hundreds of sources of good news stories. A man has put in a few acres of a new brand of wheat. What are the results? By growing corn on a piece of ground that formerly yielded 10 bushels to the acre an enterprising farmer has been able to get 40 bushels of wheat the following year. What was the value of his corn crop, in addition to the yield the following year? How much extra labor was required? What was the cost of not sowing it to some other crop when the value of the corn was figured in? Would it pay to grow more corn each year than is grown in that locality at the present time? Of course crop rotation has been shouted about for years, but an illustration of the principle with a local connection will do more to put the idea across to farmers than all the previous writing with no local example.

B. *News Sources about Crops.* It is impossible to suggest all the sources of news connected with crops but in any list must be included:

The kinds of crops grown: wheat, corn, oats, rye, barley, flax, alfalfa, timothy, tobacco, etc.

The kinds of soil they are grown in; which gives the best

yield for a certain crop; what methods of handling different soils have proved best.

Methods of preparing the soil for the seed; plowing in the fall; plowing in the spring; summer fallowing; deep and shallow plowing; plowing land that has not been plowed for two or more years; harrowing; discing; packing; discing in stubble.

Methods of seeding that have proved best in that locality; seeding new and old land; seeding the different kinds of grains; seeding disced stubble; packing after seeding; the amount of seed needed for different grains and different soils.

Methods of cutting and taking care of grain before threshing that have proved best; cutting some crops before they are "dead ripe"; crops that must be entirely ripe before cutting; shocking and stacking grain; does the saving by stacking offset the extra labor required?; the value of small stacks in the field; heading grain; cutting and stacking grains with short stem.

Threshing: the number of rigs and their owners; price per bushel of each kind of grain at each rig; kind of rigs, size of rig and crew; labor situation and number of farm teams needed on each rig that fall; list of farmers already signed up for each rig; estimated run of each rig; preparing grain to be threshed; turning shocks in wet weather; other ways of keeping grain in threshing condition; what to do with the chaff; value of the straw for local uses and to export; grain lost by letting it run on the ground; price of grain and application of general survey of crop-producing area to the local producers; elevators in the town; roads that are best to use for hauling wheat; value of private elevators and granaries.

Crop diseases, such as: rust, blight, etc.; pests that injure crops, such as grasshoppers, locusts, etc.; prevalence of the above and means of preventing their destructive work; applying of material from agricultural experts on these subjects to the local field.

Fruits: kinds grown; methods proved practicable; diseases and their prevention or cure; danger from frosts; prices; markets; methods of caring for trees; new varieties; shipping conditions; storage; crating and boxing; pests affecting crops; yields.

Silage: methods of preparing silage; methods of building silos; methods of loading silage and filling the silo; methods of preventing silage from spoiling; corn fodder; cutting, husking, and other methods of getting the most out of corn.

Fertilizers: those easy to get such as barnyard manure and mineral deposits found in the local region; methods of using fertilizers; reason the soil gets "run down"; rotation of crops tried and proved to be the best for the kind of soil around your town; letting a piece of land stand without seeding for a year.

Farm machinery: plows, harrows, drills, binders, corn binders, headers, mowers, rakes, bullrakes, stackers, engines, tractors, elevators, new inventions in the machinery line; new methods of caring for old machinery; care of machinery in protecting it from the weather; care of belts, etc.; oiling of machinery; prices of new machinery and where to get it; discussions of the efficiency of various machines.

An example of a story about soil tests which will interest all farmers raising crops in that community follows, from the *Centreville* (Maryland) *Observer:*

> Figures compiled yesterday at noon revealed the interesting fact that 43,573 acres of Queen Anne's county land—or approximately one-fourth of the entire cultivated area—had been sampled in the lime test campaign, conducted under the joint auspices of the Farm Bureau and local Extension Service.
>
> **Now Analyzing Samples**
>
> Analysis is being carried on at the Centreville High School under the joint direction of W. R. McKnight, teacher of vocational agriculture, and Ernest W. Grubb, county agent.
>
> All samples are being submitted to the "Trough Test," a process originated in Wisconsin in which quantitative analysis may be simply and accurately made.
>
> Each sample is boiled for three minutes in a water solution containing a special chemical reagent of known strength and quantity. A slip of paper previously saturated with lead acetate is suspended in the steam coming off, and the degree of discoloration of this lead acetate enables those testing to arrive at

a very accurate estimate of the lime needed to correct the acidity present.

Need of Lime Shown

By this process one hundred and forty-nine samples have already been analyzed in Centreville and sixty-two at the Maryland Experiment Station. It is noteworthy that less than ten of this number reacted in such a way as to show the presence of adequate amounts of lime. While it is too early, in the opinion of those in charge of the work, to prophesy results, it is believed that final figures will reveal at least ninety per cent of the acreage under test in sad need of lime.

The work of furnishing reports to each farmer will be taken up at once. The operator of each field, as his sample is analyzed, will shortly receive a complete lime prescription showing his needs in terms of the usual forms of lime used locally. It is hoped that the end of January will bring the completion of all work connected with the testing of this forty-three thousand acres.

C. *The General Crop Story.* Farmers living in one section of the county like to know how the crops are in other parts of the county. The country paper, whether weekly or daily, can give its farm readers this information only when some means of getting the information is available. Daily papers sometimes have men who devote their time to traveling about through the paper's territory and wiring in to the office data on crop conditions. The weekly paper cannot afford a reporter to do this but must get its crop information in another way.

Most weeklies get news about general crop conditions in the county or in the paper's territory through correspondents. Country correspondents can be adequately trained to write a paragraph or two on crops in their localities with little trouble. Some papers pay more for farm news, particularly crop news, than for regular country personals. Others send regular weekly reminders to their correspondents or give them stationery with the reminder printed on it. If the attention of the correspondent can be drawn to the importance of crop news he will be glad to write it.

The general crop conditions story is made for the weekly

by putting together the numerous paragraphs that country correspondents have sent in with their regular material. The general story is therefore just a combination of many stories about specific localities. These paragraphs are separate but are woven together by transition sentences introduced by the editor. The unity of subject matter makes it easy to use these paragraphs in one story.

D. *Market Reports.* In connection with crops much emphasis should be placed on the value of running the local markets in the country paper. These can be corrected just before the paper goes to press and oftentimes there will be a good story on the way the market has held or fluctuated during the week. If prices are on a downward slump the farmer is interested for he may want to hold his grain until they are higher or he may want to sell before they go any lower. Many people subscribe to the paper only to get the local situation in regard to markets.

One method of giving the local markets is shown below. The *Mouse River Farmers Press,* Towner, North Dakota, uses this method and farmers like it because it is concise and easy to grasp.

TOWNER MARKETS

Corrected Every Thursday

No. 1 Dark Northern	$1.19
No. 1 Northern	1.17
No. 1 Amber Durum	1.03
No. 1 Mixed Durum	1.08
No. 1 Red Durum	.99
Flax	1.90
Oats	.30
Barley	.44
Rye	.71
Butter	.45
Eggs	.45
Cream	.45

The country daily usually carries a market story written from the reports that come in over the wire. The country weekly, which does not have a wire service and must necessarily get its information by mail, cannot hope to give up-to-the-minute market reports and market stories. In many communities, however, farmers depend upon their weekly community paper to give them a story on the way the market has

held or changed during the week. A country editor can write an intelligent market story only when he knows something about the terminology used in market reports and is able to interpret these reports so that local farmers who are not familiar with the terms will be able to understand his story.

The following list of terms that are used in market reports, as they appear in daily papers and in buyers' reports, has been taken from *Agricultural Journalism,* written by Nelson Antrim Crawford, Director of Information, United States Department of Agriculture, and Charles Elkins Rogers, Professor of Industrial Journalism, Kansas State Agricultural College.

Bearish: Tending to keep prices down.
Bullish: Tending to keep prices up.
To sell short: To sell for future delivery without owning the products, in anticipation of a falling market.
Shorts: Traders who have sold short.
To hedge: To buy or sell in such a way as to neutralize the risk caused by a previous purchase.
To break: To fall (said of the market when prices suddenly drop).
Top: The highest price of the day (or other period under consideration).
Toppy: High in quality (used of live stock).
Grassy: Apparently fed on pasture.
Milkers: Cows in milk.
Springers: Cows in calf.
@: To, as $2.95 @ $9.40.
Live stock is graded, starting with the best, as prime, choice, good, medium, common, and inferior.

Cattle are divided into seven general classes. Beef cattle consist of fat steers and heifers. The term, "Texas and western range cattle," is self-explanatory. Butcher stock—or "butchers"—consists of animals not well fattened. Cutters and canners are very thin animals, the canners being so thin that no part of the carcasses can be used for cutting on the block. Stockers and feeders are usually grouped together as the fourth class. They are young cattle suitable for fattening. Stockers are under the age of 18 months. Veal calves are calves sold for immediate slaughter. Milkers and springers are cattle more useful for dairy purposes than for meat.

Hogs are classified on the market as follows: Prime heavy, 350 to 500 pounds, with high quality; butcher, 180 to 350 pounds; packing, of about the same weight but lower quality than the preceding classes; light, 125 to 220 pounds; pigs, 60 to 125 pounds; miscellaneous, hogs not suitable for the other classes.

There are three market classes of sheep—mutton, suitable for immediate slaughter; feeder, thinner animals suitable for fattening; and breeding, purchased for breeding purposes.

Horses are marketed as draft horses, chunks, wagon horses, carriage horses, road horses, and saddle horses, each of which classes is divided into from two to five subclasses.[1] The common mule classification comprises mining, cotton, sugar, farm, and draft mules.

E. *Weather Reports.* The amount of precipitation that has fallen during the week is very good material for a story.

[1] For explanation of classes of horses and mules, as well as for more detailed data on other live stock, a manual on the subject should be consulted, such as *Types and Market Classes of Live Stock,* by H. W. Vaughan.

People in remote regions having farming interests are more interested in the rainfall and general crop conditions than anything else in the local paper. The farmers in the immediate vicinity are also glad to know just what the rainfall has been. The weekly paper can't predict the weather for the next day or two, as the daily does, but it can supply much information on weather conditions nevertheless.

The Flagstaff weather is given by the *Coconino Sun,* Flagstaff, Arizona, in this fashion:

FLAGSTAFF WEATHER

	Highest Temp.	Lowest Temp.	Prec.
Thursday	79	47	0
Friday	84	47	0
Saturday	82	50	.01
Sunday	82	51	0
Monday	80	56	0
Tuesday	82	52	0
Wednesday	82	51	.16

Mean temperature 66.
Normal temp. this week 65.
Total precipitation .17.

Such a weather report is in addition to the many stories on the weather that are run.

F. *Live Stock.* Besides raising crops, most farmers raise some live stock. If the paper happens to be located in a ranching or stock-raising country this is of more importance than crops. Every kind of animal on a farm is a news source. Some of the specific things connected with raising stock that will furnish news material are:

The kinds of stock raised in that community; how many head of cattle the average farmer has; how many horses, ducks, chickens, geese, guinea hens, mules, etc., are raised for use and for marketing.

What is the average selling price of various animals in the community? Where are these for sale? Is it worth while to care for many head over the winter? What is the price of hay and feed in the community, and the outlook for the winter

supply? Will there be wintering of cattle and horses by some one with a well-protected feed ring?

Diseases of animals; reason for animals getting diseases; ways of preventing them from getting sick; what to do when they do get sick; veterinary service; home treatment. Each of these questions and subjects will make several stories.

Feeding: kinds of feed used, prices, diets, feeds for curing ailments.

G. *Dairying.* Dairying has come to be one of the mainstays of the small farmer and should receive much more attention in the country paper than it now does. Men who started with two or three head of cattle a few years ago now make more money from the sale of butter and cream than they do from the land they sow. Large dairy farms are becoming numerous throughout the country, and in some regions dairying is practiced to the exclusion of grain raising entirely. Sources of news under dairying will include:

Kinds of cattle raised in that locality; what breed is best suited to that climate; what breeds are best for beef; what breeds are the best for milch cows.

Care of cattle: modern barns and equipment; milking machines; separators; milk houses, how to build them and take care of them; how to take care of calves; feeding calves; letting calves run with the cows; need of cleanliness in handling dairy cattle; pasture for cattle; range conditions, where it is and the condition of the grass; nearness to water, etc.; diseases of cattle, prevention and cure.

Special articles written by men who are practical farmers in the community are very valuable farm news features. The writer of the following article in the *Markville* (Minn.) *Enterprise-Messenger* is a practical dairyman and is known by many in the community. What he writes about dairying will be eagerly read.

GEORGE RASH GIVES DAIRY FEED HELPS

Mr. Farmer:

Now is the time to breed cows to secure fall and winter production. The reason is simply this: First, cows must be fed and taken care of during the winter months. Second, the price of

butterfat always advances during this period. Third, cows freshening during October and November if properly cared for and fed during the fall and winter, will increase in production when put on grass in the spring.

It is not practical dairying to expect a spring-freshened cow to increase in milk flow when put on dry feed in the fall and winter. In order to make a profit from cows when mill feed must be depended upon, every means available must be relied upon, every precaution taken to stop the many leaks whereby a profit is turned into loss through lack of efficient feeding and care given your dairy herd. A temporary loss may be turned into a permanent profit by investing in a good balanced ration for your dairy cow.

The experience your creamery has gone through the past month should teach you that you must prepare now for next winter's production of butterfat. Those of you who are stockholders must realize that any investment, whether made by a bank, organization of any kind, or any individual, must be protected by this same bank, organization, or individual if it is expected to return a profit on such investment. The same is true of each individual farmer in this community or anywhere else. If you do not protect your investment of the many items that make up your farm machinery this same investment will show a loss.

Check up on your cows. Find out which ones are producing enough to show you a profit. Sell those which are not. If I can be of any assistance to any of you I will be glad to aid at any time.

Markville Coop. Creamery Assn.
George W. Rash, Sec.

H. *Poultry.* Poultry raising will offer as many sources of news as dairying and in some communities where there are many chicken farms this industry will get much attention. The items listed for live-stock raising in general, and for cattle, will nearly all be news sources when considered in regard to poultry.

The following story will interest all farmers and poultrymen in the vicinity of the *New Egypt* (N. J.) *Press.*

A big get-together and field day for poultrymen will be held at the Vineland Egg Laying Contest grounds on Wednes-

day, August 25. Everybody is welcome and invited to come.

At noon the Vineland Poultry Association will act as host to all those present, furnishing a good lunch to those who did not bring their lunches.

From two to five P. M. an interesting program of lectures and demonstrations will be given. Prof. Harry R. Lewis is expected to be one of the speakers.

During the entire day the contest will be open for inspection and members of the staff of the Poultry Department will be present to answer questions.

Sports will be part of the program, with tug of war teams from the different counties the feature.

A tour will be run from Ocean County to this gathering of poultrymen at Vineland on Wednesday, August 25. The tour will leave the Jersey Central Station, Toms River, at 8:00 P. M., new time, which will bring the tour to Vineland around 11:00 or 11:30.

I. *Hay and Feed.* In certain regions haying is one of the principal occupations during the summer season. The hay land being cut, who is doing it, the size of the crews, location of hay land, number of stacks put up each day by different crews, baling of hay, stand of hay in meadowland and prairie hay fields, wages paid, labor situation in hay fields, haying machinery, and similar topics will furnish much news of interest to local farmers and haymakers.

An example of a hay and feed story of great interest to farmers and stockraisers is given below, taken from the *Times-Register,* Idaho Falls, Idaho:

$40,000 Alfalfa Hay Sale By Utah-Idaho Company

The biggest individual sale of alfalfa hay, all in one place, ever made in Idaho, was closed yesterday when the Utah-Idaho Sugar Co. closed a deal with the Woods Livestock Co. for 5000 tons of alfalfa hay on the Osgood project, five miles northwest of Idaho Falls at $8 per ton, or a gross of $40,000 and all will concede the fact that that is a lot of hay and a lot of money.

The $8 per ton price fixes the market value of hay for this section for the time being, at least, although there are those who make the statement that be-

fore the season is over the price will be higher.

The contract stipulates that the hay must be fed on the land, which is in itself a great advantage.

The Osgood project will this year harvest the best crop in six years, as in addition to the 5000 tons of hay there are 1000 acres of the best beets produced in the valley and about 1000 acres in potatoes.

The project is one of the "show places" of the section, is formed by 65 tenants and members of their families, all comfortably housed in well-built homes. The Osgood school, which is a part of Idaho Falls independent school district No. 1, has 136 children registered for school this year.

What Makes a General Story of Interest to the Farmer.—Farmers are not interested in all of the news that the daily papers publish, but much of it could be made interesting to them if it were linked up with a local situation. Every story in a daily paper will suggest a story for the weekly that will be read by farmers. Stories on radio, science and invention, real estate and buildings, fires and fire prevention, insurance of all kinds, laws and law enforcement, automobiles, roads, politics, religion, taxes, tariffs, and many other subjects appearing in daily papers, will be good stories for farmer readers when linked with farm life.

Giving Agricultural Time Copy a Local Angle.—The way in which a piece of agricultural college time copy can be successfully used by linking it up with something of local importance, is shown in the following story.

COW-TESTING GROUP GETS GOOD RESULTS

The McHenry County Cow Testing Association composed of more than one hundred dairymen, in its last report states that its members are well satisfied with results obtained and gives quotations to prove the statements. Several farmers in the southern part of the county have disposed of as many as ten cows apiece which were not good producers. As a result of weeding out poor producers, farmers have increased the monthly cream check and have cut down expenses.

John Smith, Gust Nordin, Peter Thompson, Jake Kirk, and Tom Paulson are members of the association in this community.

North Dakota farmers would make $28,000,000 more from their dairy cows each year if all cows were tested for production and inferior animals replaced with good ones, according to A. M. Challey, dairy extension worker of the North Dakota Agricultural college.

Mr. Challey bases his estimate on the actual records of the members of the Flasher Cow Testing association, showing an average production of 258 pounds of butterfat per cow last year, whereas the average for all cows milked in the state was only 140 pounds. At 40 cents per pound for butterfat, the average cow produces $63.85 worth of butterfat in a year at a feed cost, according to farmers' records, of $24.44, leaving an income above feed costs of $39.41.

News for Farm Women.—Farm women read the newspapers more closely than women living in the city. They do not have all of the parties and teas to go to that the town women have, and so depend upon the paper and word of mouth to keep them informed of what is happening. Farm news for women is as important as farm news for men. While much farm news is of interest to both the men and women, there is a great part of it that will be more interesting to women. Gardens and gardening; landscape gardening at small cost; ways to make the farm home more attractive; hedges around the farm house; flower raising; hotbeds and cold frames; raising fruits; care of fruit trees, vines and bushes; best methods of canning different fruits; recipes for canning and cooking; ways to save steps in getting the housework done; menus; ways of saving food by using it in the preparation of different dishes; new ways of cooking foods; kitchen equipment and its location so that things are more convenient; homemade devices to assist in the work, etc., will furnish material for many stories that will interest farm women.

Although they do not have as much time to devote to dress as women living in the city, nevertheless farm women are very much interested in styles. The latest in dress fashions; patterns; sewing problems; goods for clothes; tatting; embroid-

ery; crocheting patterns; fancy work, etc., are all of interest to them.

How to Gather Farm News.—The problem of gathering farm news cannot be solved by following the rules for gathering news in the city. No regular beats which can be made every day can be established in the country. There is little excitement on the farm when a man finds a better way to care for cattle or makes some similar discovery. There are no official documents to turn to in collecting farm news. Different ways of getting the news from farmers must be used than those used in getting city news.

First of all, the country newspaperman should make it his business to know as many of the farmers personally who live in his vicinity as he can, and should do all he can to make them feel that the paper is run for their good. Displaying a prize pumpkin in the window of the print shop will make a friend who will come in many times after that with something of interest about his farm. The country newspaperman should visit surrounding farms whenever he has the time to do so. A personal visit to a farm and an ordinary chat with the farmer will turn up a dozen good stories. If the farmer is approached in a formal fashion with: "I am with the *Smalltown Daily Argus* and would like to interview you on the subject of raising hogs," or a similar statement, he will immediately become suspicious of the motives of the reporter and will divulge nothing. Simple, plain ordinary conversation about the weather, crop conditions in general, and things he is interested in will start him talking and give the reporter the material he desires.

In rural communities much news is carried by word of mouth. A chance conversation with a farmer hauling hay will reveal to the newspaperman many things that are going on in that farmer's locality. A friendly talk with a farmer when he comes to town will furnish material for several good stories.

The wise country journalist will encourage farmers to visit the office every time they come to town. Their visits, what they came for, and all interesting facts connected with their business in town, can be written for the local column.

News from Conversation with a Farmer.—A country editor, while on his way home from a Sunday visit to another town, picked up a farmer walking along the road. Here is part of the verbatim conversation [1] showing the stories that the editor got from the chance conversation and the way in which he got them:

"Hello, John. Going my way?"

"You bet. I'm going down to Ed Holland's place to help him husk corn next week. He's going to help me handle the sheep a bit later."

"Got all your work done already?"

"Well, no, but the boy came home from Mayfield last night on the train, and him and Jake are going to get the sheep from the Forbes' pasture next week and fix up the barns for the winter."

"What boy? Do you mean Bill?"

"Yes. He's home while the factory's shut down over there for repairs."

"How's the corn going this year?"

"Well, Ed said his was making 45 to the acre and mine's been going about fifty. Most of the boys around here have hogged off five acres or so. There's some mighty fine hogs on account of it too. Charley Peters shipped twenty-five good-sized ones yesterday and there'll be lots more sold before winter."

"Get much rain at your place the other night?"

"More wind than anything else, I guess. Me and the missus was over to Al Jones' place when it came up and when we got home the machine shed door was hanging by one hinge. Blew the shed over at Hammond's place, I guess. Let me out here and I'll cut across to Ed's."

There would be little in that conversation to make a story for the city paper. After using the phone the next day to verify statements the country editor wrote these stories for his paper:

Story Number 1.

John Stevens, who lives four miles south of town, is helping Ed Holland get the rest of his corn husked. Ed has a corn crop this year that is averaging more than 45 bushels to the acre. John

[1] This conversation was taken down by the writer, who was a member of the editor's party. The names are changed.

has finished husking his corn, which made 50 bushels to the acre, and plans to spend the next week at Ed's place before starting farm preparations for winter.

Number 2.

William Stevens, son of Mr. and Mrs. John Stevens, who live four miles south of town, arrived here Saturday night from Mayfield for a visit with his parents. Bill has been working for the J. C. Rogers Company, plumbing and steam fitting factory, as their pipe department foreman for the past two years, and is home for a vacation while some new machinery is being installed in the factory. He plans to spend a week visiting friends here and then return to Mayfield by way of Mason, some time the next week.

Number 3.

Bill Stevens and Jake Thomas left Monday morning for Beldon where they will get the flock of more than 1,000 sheep belonging to John Stevens and drive them home in preparation for the coming winter. Mr. Stevens has had the sheep pastured on the old Forbes place two miles east of Beldon for the past three months.

Five years ago John Stevens started raising sheep by purchasing ten ewes from the Jackson sheep ranch at Camden. He found it a paying business and the following year increased his flock to 100. Since then he has added to his flock by purchase and natural increase until he now has more than 1,000. When he started in the business he says his neighbors laughed at him and called him an "old sheep herder." John says since the money has been coming in for wool and mutton in large amounts each year he doesn't care what they call him. He is the largest sheep owner in this community.

Number 4.

A wind and rain storm struck this vicinity last Friday night about 8:30 o'clock, and from the reports of several farmers, did some slight damage. The shed at Ben Hammond's farm that has been used as a milk house was completely demolished, and the machine

shed door at John Stevens' farm was left hanging by one hinge. Milk pails and jars were blown around the yard at Hammond's and the separator was overturned. No damage was done to any property in the city.

Number 5.

"Hogging off" five or ten acres of corn is, in the opinion of Charley Peters, local farmer, a profitable practice. He shipped 25 hogs to the St. Paul Produce Company last Saturday which he said were practically raised in the cornfield. The hogs averaged 186 pounds apiece. Charley says there's nothing to it but turning the hogs into a small patch of corn and seeing that they have plenty of water to drink. He also fed them skimmed milk the first part of the summer.

Perhaps some will wonder how the editor got so many stories with so little as a working basis. He knew something of the history of sheep-raising in his community from previous stories. The files of the paper helped him verify statements. A phone call to the Hammond, Peters, and Stevens farms did the rest. No amount of conversation will help the editor in getting news unless he uses every possible angle to run down the rest of the story.

Need of a Farmer-Journalist.—When it is practicable the country paper should have a man to devote all of his time to writing farm news. This reporter must be more than a journalist; he must know farming as well as any farmer and know what interests farmers. His business will be to collect farm news and write it and to conduct special research problems in a scientific way that will benefit farmers. He must write the results of experiments so that the story has a local connection. A man who knows a great deal about journalism and a little about farming will not be able to compete with the man who knows much about farming and enough about journalism to write simply and interestingly. The day when every country paper will have a farmer-journalist is yet to come, but until that time farm news will not be covered adequately.

CHAPTER XII

Feature Stories

What They Are.—Included in the type of news which has been designated "Local Features" are many stories which differ materially from the helps and hints of practical guidance previously explained. These stories are generally much longer than the practical aid briefs and frequently are longer than the regular news stories of the week. They are different, too, in the manner in which they treat subjects and in the form of the story.

Even in the country paper, the straight news story is limited to the facts that are available concerning some happening which is of greatest interest only because it is of recent date. The feature story serves a different purpose and is not limited by the number of facts about some particular happening. Many persons like to know more of the persons, places, things, and circumstances mentioned in the straight news story. Readers like to know something of the life of those who are talked about in the news, more about the background of the happening, and some of the less striking but none the less interesting facts about circumstances which are not brought to their attention in stories of current events.

Feature stories have come to be used because not all of the interesting things connected with community life can be presented in straight news stories. In the feature story the reader gets to know some person, place, or thing, in a way that makes him feel that he has a personal acquaintance with the subject of the news. The material is so presented that the reader feels he is reading one of the best short stories of the day, made all the more interesting because he knows the story to be true.

Professor Willard G. Bleyer of the University of Wisconsin

defines the feature story [1] as a "detailed presentation of facts in an interesting form adapted to rapid reading, for the purpose of entertaining or informing the average person." The story may deal with: (1) recent news that is of sufficient importance to warrant elaboration; (2) timely or seasonal topics not directly connected with news; or (3) subjects of general interest that have no immediate connection with current events.

Feature stories are not written immediately after the event has occurred but appear sometimes many days later. The writer has time to look at the facts presented by the straight news story, to gather any additional facts that are interesting, to organize his story, and to present it in a form which will arouse enough interest in the reader to make him read the entire story.

Value of Feature Stories in the Country Paper.—There are times when the country editor is ready to give up the ship, to conclude that not enough happens in a small town to fill his paper every week. Unless the editor is one who believes in having something stored up for a slack season he must fill his paper with a lot of "filler" material and let it go at that. This material is very seldom of much interest to local readers, and instead of helping to make the paper appear full of news it acts as so much dead weight, detracting from the local news that the staff has managed to secure.

Feature stories, written up at times when business is slack and when news is scarce, serve the editor in the same capacity as money in the bank. They are interesting to local readers and they make the use of "fillers" unnecessary. By the use of them the editor may always have a newsy paper and will save himself much feverish work trying to find something to "fill that space." Very few newspapermen forget that it is necessary to have money in the bank to be used if needed, but they do not apply this reasoning to news stories. If there were no other value in having feature stories in the country paper, the saving of time and thought that they afford would be enough to warrant their use.

The second reason for having feature stories in the country paper is that they are real tonics for a sick subscription list.

[1] See "Special Feature Articles" by Williard G. Bleyer (Houghton, Mifflin Co.).

Of all the schemes that have been tried to boost circulation and to arouse interest among readers in what the paper is doing, good live, local features have been of the most help.

Feature stories are also of much service to the country editor because they furnish him with an opportunity to bring before the readers in an interesting manner, some person, condition, or circumstance which is an important part of the life of the community. Instead of complimenting some progressive farmer in words which might make some one else feel unkindly toward the man, the editor may write about his farm in a way which will bring out all of the important points. Rather than try to get people interested in the school by urging them in an editorial, the editor can arouse intense interest by running a series of feature stories telling about the interesting and valuable work the school is doing. From the standpoint of usefulness in arousing the readers' interest in any part of the community, the value of feature stories can not be overestimated.

Aims of Feature Stories.—If we except the short briefs of helps and hints, and the stories of practical guidance, from this classification, and deal only with regular feature stories, we may divide the aims of these stories into two divisions. A feature story aims either to: (1) entertain readers, or (2) to inform them. There are, of course, many stories which combine these two aims in a manner which makes them both interesting and educational. Most of the stories found in the country paper will have both of these aims.

A trip through a local factory such as is mentioned in one of the feature stories given later might have been written with a view to furnishing readers with material for entertainment only. The writer could have picked from what he saw the actual situations and incidents which would be humorous and could have presented them in such a way that readers would have been only amused. Stories which classify as "humorous" are good illustrations of features written with the view of entertaining readers.

The same trip through a factory could have been written so that it was not in the least entertaining, simply presenting the facts about the factory in a businesslike manner. Some-

times such a story must be written, but it is only when the information contained in the story is of such great importance that any entertainment would interfere with the presentation of facts. Generally, both aims will be shown in feature stories found in good country papers.

Getting Material.—Much material for feature stories the editor will get from his own personal experience and observation; in fact, this is the most prolific source of material for any feature writer. Visiting a neighbor may give the editor enough material for a good story of the way a man can raise an orchard in his back yard. A trip through the country on a Sunday afternoon will furnish material for a story on bee-keeping as a side line, roadside marketing of produce, a significant landmark, or what not. Personal experience with a rather refractory furnace may lead the editor to write a feature story on taking care of a furnace; experience with an automobile will give the editor ideas for many features about the care of the car, getting pleasure from long rides, cheap touring, etc. The editor's personal experience and observation will be responsible for most of the feature stories he writes, because in such cases he will know most about his subject.

News stories in his own paper and in exchanges will sometimes give the editor ideas for feature stories. The account in another paper of the organization of a golf club and the preparation of a place to play will suggest the possibility of having a club in the local community. The purchase of a new tractor by a farmer well known in the community will suggest the possibility of getting a feature story about that man's farm. There is no end to the subjects which will come to the editor from watching news items for significant and interesting points.

By collecting facts about some seasonal event such as Christmas, the editor can prepare many of his feature stories weeks and even months in advance. If a book of subjects for feature stories is kept and referred to frequently, many ideas for features on coming events will be obtained. Anniversaries, holidays, special days, fairs, etc., will afford material for stories which may be written much in advance.

Classification of Country Feature Stories.—Unless the coun-

try editor has some definite idea of the kinds of feature stories that can be written for the country paper he will miss a great many stories that could be used. A satisfactory way of classifying features about the country community is one which makes use of the subjects of the news. Each community will be different and each editor will have different ideas, but after looking over his possible sources for feature stories he will be able to make a classification which will serve him well.

Feature Stories in the Country Field. Historical.—The most common kind of feature story found in the country paper is one which appeals to the interest everyone has in historical facts. No matter how old or how young a reader may be, he still likes to hear and read about times long since past but perhaps still fresh in his memory. Our interest in the affairs of many years ago, in the people of that day, never grows less with advancing years; on the contrary, the older we get the more we live in the past. Most of the country papers in the United States that are old enough to have any files, are running short briefs each week about days gone by which are still remembered. Various headings are used to introduce these collections of stories but all indicate to the reader that here are stories gleaned from memory and record. There is no other feature which is read with so much interest as these "—— Years Ago" columns.

Two methods are in vogue for presenting such historical briefs, one in which the news is given in the exact wording of the original item and the other in which the editor of today tells the important facts about what happened years ago. The first method is better since it permits readers to get the atmosphere of the former time and to see the way news was chronicled in that day.

Sometimes a relic of historical importance is brought to light by some one who accidentally stumbles on to it in a long-neglected place. The opportunity for feature stories about such historical relics is great and is limited only by the number of subjects found. An old paper, interesting because of its age, and more interesting because of its historical significance, furnishes the material and inspiration for the following story for the *Tri-County Press,* Polo, Illinois.

POLOAN HAS PAPER OF JULY 8, 1776 AS FAMILY RELIC

HISTORICAL RELIC IN STORAGE BOX FOUND BY MISS ESTHER WATERBURY

PIONEERS ACTIVE

Issue Contains Historical Documents; Interestingly Written; Ads Are Short

Rainy days are usually fruitful especially when one likes to rummage through the old boxes that hold relics of days gone by, personal effects of one's family, or keepsakes treasured for years. Miss Esther Waterbury, school nurse, came across a copy of the Pennsylvania Packet dated Monday, July 8, 1776, on one such trip into the attic, the land of storage boxes.

The issue of the Packet brought to this office by Miss Waterbury contains "A Declaration by the Representatives of the United States in Congress Assembled" made four days previous, on July 4, 1776. The Declaration of Independence is printed in full setting forth the reasons for the separation of the Colonies from England. "The history of the present King of Great-Britain is a history of repeated injuries and usurpations, all having in direct object the establishment of an absolute tyranny over these states. To prove this, let facts be submitted to a candid world," wrote John Dunlap, editor of the Packet.

Another part of the paper contained "An Act to prevent Sedition, and punish Insurgents and Disturbers of the Public Peace." Much news of the times, war stories, is given in the Packet. Plans were published for the protection of the Colonies. John Hancock, presi-

dent of the Congress, seemed to have much to say as his name was signed to many of the orders. A call for flint stone was made with the request that "all printers of newspapers in the several states are desired to insert this advertisement."

All advertising is in the form of our classified section. No display space was used at that time. The subscription was 10 shillings per year. Miss Waterbury prizes the copy of the Packet very highly. She says her parents secured the paper which had been handed down for several generations.

Personal.—Some papers have made it a rule to run something about prominent citizens each week so that members of the community will get acquainted with them. "Who's Who in ——" is the caption of many a column which runs facts about prominent people in the community.

Such short direct quotations as the two following taken from the *Farmer City* (Ill.) *Journal* are both entertaining and informative with the readers' interest aroused in both.

WHEN I GET BIG

MARION ROLLINS

"When I get big I want to stay at home and play, I don't want to work. If I can't stay at home and have a good time, I want to work on a farm, so that I can ride horses, 'cause I like to ride horses, better than most anything else that I know of."

Marion is the son of Mr. and Mrs. C. L. Rollins. He is in the first grade and is six years old.

WHEN I WAS 20

G. F. Zumwalt

"When I was twenty years old I was working as night telegraph operator, at Birkbeck first, and then DeWitt. I was only at Birkbeck three months, and the rest of the year was spent at DeWitt. I boarded and roomed with a man by the name of Cutch Bourn, where I paid $12.50 a month for both. Of course, I slept during the day time, and it was quiet there to sleep. When I was at Birkbeck, I stayed with some people that lived two miles back in a timber, among the mosquitos and pinch bugs."

Pioneers and patriarchs of the community deserve to be commended while they are still alive and readers need to be reminded that the local community has men who have lived interesting lives. The *Sun,* Rutherfordton, North Carolina, ran the following "living obituary" of a prominent citizen with a splendid picture of him to commemorate his birthday. Such personal feature stories are easily obtained and are of great interest to those who know the subject of the news.

THE LIFE STORY OF MR. E. E. CLINE

E. E. Cline, soldier and officer of the Confederate Army, a successful farmer of the best type and a courageous and courteous gentleman, was born at the home of his father, Ephraim Cline, near Newton, North Carolina, on July 12, 1833.

Brought up on his father's farm, it was natural for Mr. E. E. Cline to inherit a love of the land and to follow in the footsteps of his parents, who were true and successful farmers. For a wife

of a farmer in those days, and it is equally true in the present day, did enough work in the house and garden, and often in the fields, for her to share the honorable title of "farmer."

Mr. Cline received the school education to be obtained in the period in which he was born. It may be the schooling he had would be called at present but little, but it sufficed to give North Carolina many of the finest men and women the State has ever had.

In 1861 the conflict between the South and the North came to a head. The call for men came and it did not have to come twice to Mr. Cline. In August, the 13th, he enlisted in Company E of the 57th Infantry Regiment of North Carolina. The Company marched to Salisbury and there the regiment was formed. Mr. E. E. Cline was elected Second Lieutenant of his company and this arduous post he ably fulfilled. From Salisbury the regiment was sent to Wilmington, where they spent the winter of '61.

"From Wilmington," said the ninety-three years young veteran, "we went to Richmond and it was in the battle of Fredericksburg I was wounded in the thigh by a minnie ball. I carried that ball for ten months before it was removed. In fact I still feel the effects of the wound but it doesn't bother me much except now and then in wet weather. I marched to Bristol Station with that bullet in me but we didn't have a fight. After returning from that place my wound became inflamed and I had to go to the hospital to have the bullet taken out. It was at Danville in Virginia I had the operation.

"One day after the bullet had been taken out and I was using crutches the doctor came along. 'Throw away those crutches,' he told me. I answered him back right smart and said, 'I will fall to the ground if I do. I can't stand yet.' We had some more words and I spoke pretty freely. Now to be honest I knew I would be no good for a long time and I wanted to get transferred to the hospital at Salisbury."

The veteran's handsome face was wreathed in a reminiscent smile and he chuckled softly before he resumed: "Yes, I wanted to get to Salisbury. You see," here he laughed aloud, "it was just that much nearer home and I knew if I once got to Salisbury, I could work it to

get home and see my wife. Well, Dr. Montgomery and I had a time of it but in the end I did get to Salisbury and I did get to my home for a time.

"Did I have any brothers in the war? Yes, I had five, but one of them had no business to go. He was sickly, and he was refused time and time again, but he managed at last to get accepted. No, he wasn't killed in action. He was writing a letter in Richmond when a stray bullet killed him. He was Ambrose. I think it was in '65 he died. Then there was Darius, he's still living over in Granite Falls, and he is ninety-one years old. No, he did not come to my birthday dinner.

"Then there was Abel J., he's in Texas, Montcalm, Hill County. He's only ninety years old. It was too far for him to come to Gilkey. Alfred died some years ago; Ambrose was killed in the war and then there is the baby, S. J. Cline. How old is he? About eighty-six, I think."

On November 11, 1857 Mr. E. E. Cline married Miss Leoma Narcissus Rader, the daughter of Mr. and Mrs. Daniel Rader. Mrs. Daniel Rader was Miss Fanny Deal before her marriage. The following named children were born to Mr. and Mrs. Cline:

Mr. P. L. Cline, who married first Miss Cora Bell Healen. They had three children, and some years after the death of his wife, Mr. P. L. Cline married Miss Lizzie Abernethy. There are 5 living children by his second wife. Mr. and Mrs. Cline reside at Granite Falls.

Miss Dora Cline, who married Mr. J. A. Poovey. They have five children. Mr. and Mrs. Poovey also live at Granite Falls.

Miss Ella Cline, who married Mr. J. W. Abernethy. To this union were born three children. Mr. Abernethy died some years ago. Mrs. Abernethy resides with her brother-in-law, Mr. H. C. Cobb, of Rhodhiss, N. C.

Mr. J. M. Cline, who married Miss Ellie Payne. Mr. and Mrs. Cline are residents of Granite Falls, and have six children.

Mr. C. F. Cline, who married Miss Effie L. Jones, of Granite Falls. Mr. and Mrs. Cline reside at Gilkey and have eight children. It was C. F. Cline who gave the birthday dinner for his father at Gilkey on July 11th.

Mr. George E. Cline, who married Miss Della Hamby. Mr. and Mrs. Cline live at Granite Falls and they have three children.

Mr. E. E. Cline's first wife died in 1877 and a few years later the Confederate veteran married Miss Isadora Abernethy. From this union were born the following children: Mr. A. A. Cline, who married Miss Emma Lynch, of Rutherford County. They have one child.

Miss Bessie Cline, who married H. F. Killian, of Lincoln County. They have six children and reside at Gilkey, N. C.

Miss Claudie Cline, who married Dr. M. T. Hickman. They have four children and reside at Hudson, N. C.

Mr. Carr Cline, who is the only child not married, and Miss Mamie Cline, who married Mr. M. L. Moore, of Granite Falls, where they live. Mr. and Mrs. Moore have two children.

Thus Mr. E. E. Cline has eleven children who are living, forty-two grandchildren, and thirty-one great-grandchildren. Mr. Cline's second wife died on November 11, 1912.

Agriculture and Stock Raising.—In communities where agriculture and stock raising are the main occupations there will be ample opportunity for the editor to get live local feature stories about conditions in general and about interesting things on particular farms. The following article is interesting to all who have anything to do with stock raising, or farming. From the *Madison County Democrat,* London, Ohio.

Old Dobbin Coming Back

SOME LATE FACTS AND FIGURES SHOW BETTER DAYS COMING FOR THE HORSE

Madison county farms formerly were looked to by city buyers to furnish big handsome Percheron, Clyde and Belgian horses for the market. Of late years horse breeding has fallen off and good, heavy horses are becoming scarcer. The present is the opportune time to re-

vive the business. Wise breeders who have continued are expecting big profits as demand and prices are on the upward tendency.

Old Dobbin is scoffing at the idea of becoming just mere material for reminiscence.

Folks who think his usefulness lies only in his performance at shows and his posing for sculptors are all wrong, he snorts. To prove it, he directs their attention to a survey, just completed, dealing with his "comeback." Figures compiled by the U. S. government, the records of the American Horse association and mounting sales of harness and horse foods by the leading mail-order houses, all prove that the horse is coming back into his own.

Yes, the humble horse is doing his humble work again—and he will keep right on doing it, contends the report which is based on government census bureau figures. Again he is pulling the transfer man's heavy dray. Again he is hitched to the plow.

And his role in both city and farm life is emphasized still further by the big gains in harness sales. E. J. Albro, assistant manager of the harness department of Montgomery Ward & Co., retailing perhaps more horse equipment than any other American concern, announced yesterday that its harness business last year had received an 80 per cent increase over 1922, and the sales are still on the rise. The farmer, he said, found he could use the horse when he could not use a tractor in his work.

A couple of years ago the automobile and tractor had just about succeeded in pushing Dobbin out of the race. The "horseless carriage" had the laugh on the horse. Today it is the horse that is chuckling.

"The motor truck," said Secretary Wayne Dinsmore of the Horse Association of America, "is the only thing where speed is demanded. But for short hauls and where frequent stops are made, it isn't practical."

And he pointed to the number of dairies, laundries, bakeries, newspapers and others with big delivery problems which are following such a plan.

Speaking of tractors on the farm, Mr. Dinsmore thought the main objection to them was that they "do not eat farm products."

"They eat gasoline and oil," he ex-

plained. "And you can raise neither on the farm. But you can grow the corn, oats and hay the horse requires."

There are a total of 22,266,387 horses in the United States today, the government statistics disclose.

Homes, Farm and City.—The word "Home" is one of the most suggestive in the language. It arouses emotions and interests in everyone who says or hears it. It is no wonder that every reader of the country paper is interested in hearing about other people's homes, what they look like, how they are arranged, made comfortable and convenient, and the yards, gardens, and lawns surrounding them. No town is too small to have homes which will furnish material for such a feature story as the following. The *Cameron Enterprise,* Cameron, Texas, runs a column of such short feature stories about the many interesting things in the city.

Around the City

Cameron has many beautiful homes, none of which is more ornate than the stucco residence of Mr. and Mrs. Geo. T. Graves on Hefley Heights, which is surrounded by massive oaks and pecan trees, of great natural beauty. The house fronts on Thirteenth Street but the lot runs back to Eleventh. The front lawn is attractive but the back yard is a picture, having the appearance of a sunken garden, with its fern beds, bird-bath and ornamental fencing. This home is so attractive that a home magazine published in Baltimore, Maryland, sent a man all the way to Texas, to take exterior and interior pictures for an illustrated article describing the beauties of this Cameron home. There are four massive live-oaks and four large pecans among the forty beautiful trees that form a magnificent setting for this elegant home and artistic grounds.

The community includes farm homes as well as city homes and this fact adds subjects of feature stories to the editor's

list. The following story shows how a farm home may be so well described that not only farm neighbors will read the story but also everyone who lives in the community that is interested in homes of any kind. This story is also a very good example of bringing a worthy citizen before the public for deserved attention. The description of local scenery given is worth considering.

JOHN SCOGGINS HAS PROGRESSIVE FARM

Farms Portion of Washburn Plantation and Also Operates Meal and Flour Mill. Large Family Connection.

Mr. John Scoggins is a tenant farmer of part of the Washburn plantation on the new Coxe Road between Rutherfordton and Broad River. The fifty acres cultivated by Mr. Scoggins lie on both sides of the road which leads from the main highway to Shiloh.

In this pretty section of the county at the foot of a hill on the right and close by the picturesque old Washburn Mill stands the comfortable home in which Mr. and Mrs. Scoggins and five of their eight children reside. Surrounded by lovely old trees, shrubs and bushes, and some fruit trees, the house has an unusually good setting.

Picturesque Mill.

On the left of the road and a little beyond the residence stands the old mill; run by water power from the creek. It has the exquisite color attained only by age and beside it stand trees to provide shade for the farmers who still bring their corn to be ground. Formerly wheat was also brought, but the days of burr flour have passed and it is rare now for any call to be made for the grinding of wheat.

The forty to fifty acres which Mr. John Scoggins has under cultivation are used for cotton, corn, sugar cane, sweet potatoes, watermelons and other crops.

From this comparatively small acreage Mr. Scoggins and his two sons, Clyde and Horace Scoggins, earn a good living. Mrs. Scoggins, like the good housewife and helpmate she is, attends to the chickens, the garden of about half an acre provides her table with vegetables. Besides looking after her family, Mrs. Scoggins, in the canning season, puts up fruit, vegetables, pickles and many other things for the winter months.

Progressive Farmer.

Mr. Scoggins is a progressive farmer and has a knowledge of the manifold branches of his occupation gained by being born on a farm and spending much of his younger days there. Naturally he believes in the proper fertilization, rotation of crops and all the other details so well known to farmers but are vague to those who do not gain their livelihood from the soil. In addition to his farming, Mr. Scoggins runs the mill, when there is demand for such service.

Institutions.—Feature stories about the various institutions in the community are easily obtained and are interesting to everyone. The great majority of people never know what is inside of most of the buildings in the town, and nothing of the way institutions are run. They would like to know about these places but never seem to have time to visit them personally to get the information. In the following story the editor has taken it upon himself to conduct his readers through the rather new factory in the town, showing them with words what he experienced and observed on the trip.

Little Journey Thru
New Factory Made
By News Reporter

"How's the new factory getting along?" has been a current question, on the lips of Hillsboro residents, for some time, so that now, even with the new Gordon Mills, Inc., sheet and pillow case factory located, set up, and running, in Hillsboro, they still ask the question.

A News reporter made a flying visit

to the factory Friday morning, to see what is done, in a sheet and pillow case factory.

The trip was worth the time, even if the factory is still in the pin-feather stage, so to speak, only one week having elapsed, since the machinery arrived here, to be set up.

Hillsboro's new industry is located in the former A. H. Bartlett Motor Sales Co.'s building, northwest of the courthouse. The front part of the building still bears the marks of oil drippings from car storage, on its floor and men are still at work cleaning up the "lobby" to make it an attractive entrance to the new industry. The entrance room will be used for storage, shipping purposes, etc. The office and the cutting and sewing room are housed in the large light, well-ventilated room at the west side of the entrance. The mangle and other equipment of this kind will be set up in the basement.

Two long rows of Singer sewing machines, operated by electric motors, fill a large part of the sewing room and ten girls from or near Hillsboro, were at work Friday morning. C. Haines, of Bement, is in charge temporarily, and he personally and politely conducts visitors about, explaining the system and the process, and satisfying the curiosity of the visitors who drop in at intervals, to see the new factory.

Sewing machines are threaded from two or from three five-inch cone-shaped spools of cotton thread to each machine. Workers do not leave their places, but helpers put piles of pillow-slips or sheets, at their elbows, and the girls at the machines put the material under the needle, and the piece is rushed thru with almost lightning-like rapidity, and is sewed, the seam covered, and the waste material at the edge of the seam cut off, by the machine, all in one operation and in the twinkling of an eye.

A cheaper grade of sheets is made with a seam down the middle and the worker seems to be doing three things at once, as the seam is stitched, the edge turned under and this edge stitched again, all at one "run," the machines being equipped to do this.

Two new workers had been employed, instructed and put to work, Friday morning, and though they must have been "green hands," this was not apparent to an observer.

Cutting Them Out.

Across the north end of the sewing room, was the long cutting table with a frame nearby to support the rolls of muslin which are to be cut into sheet or pillow slip lengths.

Twelve rolls of cloth at once are set across the frame, which is like a long, open box, and the muslin, twelve thicknesses at one time, is unrolled down the length of the cutting table. Other cloth is unrolled, twelve layers deep at a time, until as much as one hundred thicknesses of muslin are spread smoothly down the table. Then the cutting machine, which is as unlike a pair of shears or scissors as possible, is brought into action. It is a small machine, two feet high, or less, composed of a metal frame which supports a knife like an elongated razor-blade, set in the machine vertically. The cutter is operated by electricity and cuts cloth as if it were cheese. The cutter is small and light and can be placed and moved at will; yards of cable, attached to it and to a "trolley wire" extending overhead the full length of the table, permit it to be moved to cut long or short distances, at will, on the muslin, along straight edges, or along patterns, if fancy goods are being turned out.

After the cutting, each pillow slip or sheet is folded, ready to sew, and piles of this material are carried by helper girls, to the girls at the machines, where seams are sewed, covered and trimmed. Hems are stitched or hemstitched, depending on the grade of the goods being made. Turning the pillow slips and turning out the two corners, after they are stitched, is each an art in itself, and the girls are said to become so proficient after they learn how to do it, that as many as 500 pillow slips in one hour, are turned.

The finished pieces are then put into a clothes chute leading to the basement, where they are pressed in a mangle and made ready for shipment to the wholesaler.

To Increase Number of Workers.

The factory here hopes to have one hundred workers on their pay roll, in the next few months. A superintendent will be in charge of the plant here, as the

general head and a forewoman in charge of the actual work of making the product, by the girls.

Mr. Haines, who is here at present, was sent here from the Bement factory only temporarily, as he owns property in Bement, and has his own work in the mechanical department of the factory there, and a superintendent for the Hillsboro plant has not yet been selected.

A carload shipment of materials consigned to the Hillsboro plant is already billed here, and in spite of the fact that arrangements and equipment placement are still incomplete, the sheets and pillow slips are being turned out, the factory is in operation, and a visit to it is most interesting.

Curiosities.—The instinct of curiosity or whatever it is that makes human beings interested in strange, unnatural, peculiar things, is just as strong in country readers as in others. Hardly a week passes that the editor doesn't hear of some freak in the vegetable or animal kingdom which is interesting because of its variation from the normal. Many of these vegetable freaks are displayed in the windows of the newspaper office or some other conspicuous place where passersby may see them. The following story tells of a curiosity that has been found in the local community.

Large Sunflower Leaf.

Chas. E. Steele, near Indian Creek, brought a large sunflower leaf to the News office and he wonders if anyone in the community has one that can beat it in size. The leaf measured nineteen inches across and eighteen inches from stem to tip. If anyone has one larger the News would like to be informed about it.

Mr. Steele also has a new variety of corn which he has grown for two seasons with excellent success. It is the variety called the Smoky Dent and is a quick maturing kind. The kernels of the corn are smoky brown in color with a white dent in the top. He has in twelve acres of the variety this time and is well pleased with the yield. It matures in about 75 days from the time it is planted.—Monroe City Semi-Weekly News.

Special Occasion Feature Stories.—The various holiday seasons of the year, national holidays upon which celebrations are held, State celebrations, and local festive occasions always furnish the country editor with much material that he can use in good feature stories. In many country papers the fact that the local merchants were having a Santa Claus come to town would not get more than a stickful; in many it would not have been mentioned because it is a very common thing for merchants to have a Santa Claus at the Christmas season. The editor of the *Centreville* (Maryland) *Observer* could see a big feature in the Santa Claus day in his town and wrote a story of more than two columns under a banner "JOLLY KRIS KRINGLE TO MEET KIDDIES HERE TODAY." An extract follows:

ST. NICHOLAS WILL ARRIVE ON TRAIN

Roly-Poly Old Gent To Be Met By Clown Band And Kiddies This Morning At 11:30—Free Movie Show At Opera House This Afternoon—Gifts For Lads And Lassies.

Hail to His Imperial Majesty, King of Toyland!

For today the stage is set for Santa Claus' triumphal entry into Centreville, and countless scores of little hearts throughout Queen Anne's county are palpitating in anxious expectancy as innumerable tots await the opportunity to shower a joyous welcome upon the broad shoulders of jolly, roly-poly, white-whiskered, blue-eyed, ruddy-cheeked old Kris Kringle.

Santa will arrive on the southbound Pennsylvania passenger train, arriving in Centreville at 11:30. He will be met by the famous Christmas clown band, with a bevy of juvenile clowns, and a throng of welcoming kiddies.

At 2 o'clock there will be a free movie show in the Opera House auditorium, and Santa's gifts will be distributed either immediately before the movies, or while they are in progress.

Weeks ago Centreville business men extended an invitation to Saint Nicholas to come to Centreville today. When they first communicated with Old Kris they were fearful he would be so terribly busy that it would be necessary for him to decline the invitation. But not so. Santa was tickled immensely.

Consequently, last night in hundreds of little beds, faithful, loving subjects of a venerable, kindly old Saint, drifted away into dreamland with lips curved in contented smiles, and roguish eyes that only awaited the first peeping rays of dawn to twinkle in childish anticipation over being accorded the opportunity to pay homage to an Imperial Ruler, whose realm extends throughout the world in the hearts of innocent children.

Feature Stories from Documents and Records.—There are many documents and records in the offices of officials in the country town which will furnish the editor with ample material to write an interesting local feature story. The following extract shows the way in which a writer for the *Liberty* (N. Y.) *Register* took the records of the city clerk's office and made them interesting to local readers.

Ordinary Mutt Dog Is in Minority in Liberty Town

Only One Listed on Records of Town Clerk; Collie Breed Predominates.

Those who believe that the common, ordinary "mutt" dog is the most numerous of the canine tribe are wrong so far as the town of Liberty is concerned, if the records in the office of town clerk Louis H. Nealy are any reliable indication.

For the "mutt" is represented on the roll of nearly 350 licensed dogs by just one individual. Those who say the list is no accurate indication because the "mutts" are not considered worthy of the expense of securing a license, but that they roam the town just the same, are still wrong, for under the provisions of the law all unlicensed dogs will be wiped off the town map before another month has passed, the town clerk declares.

There is a loop-hole, however. Among the dogs listed, 56 are described as of "mixed" breed. If this is interpreted to mean that owners of "mutts" classify their dogs as "mixed breed" from a sense of pride, then popular belief in the predominance of the kids' favorite breed need not be abandoned.

Collie Is Most Numerous

Up to last Friday morning, nearly 350 licenses had been issued to dog owners in the town of Liberty. The information given at the time of obtaining these licenses shows that the collie predominates over all other breeds in the town

in point of numbers. Of them 67 were listed as against 56 of mixed breed, 59 hounds, 55 shepherds, 27 airedales, and 18 terriers of various kinds.

Police dogs licensed are not so numerous as might appear. But 11 are registered on the license stubs in the town. Nine dogs have the right to hang their heads in shame, for their owners did not know what breed they belonged to. There were 2 coach dogs, 10 bulldogs, 2 Chows, 4 spaniels, 15 poodles, 5 beagles, 5 setters, 4 mongrels, and one each of the following: Belgian Chipperkie, Pomeranian, Newfoundland, mutt, whippet, Belgian griffin.

Humorous.—There are some feature stories which cannot be classified under any head but that of humor. The purpose of the story is evidently only to amuse the readers as the subject has amused the writer. Good humor is hard to get and still harder to convey to others through the medium of the printed page. Sometimes, however, the subject matter is so mirth-provoking that all the editor has to do is to set down the facts.

An incident which might have proved fatal but which proved to be very humorous was written for the *Rawlings* (Wyo.) *Republican* in the following manner:

LONG SHOT WON AT MUDDY LAKE GAME PRESERVE

Harry Breitenstein, affectionately known to a million friends as "Brit," former banker and now president of the Parco Chamber of Commerce, while duck hunting in the vicinity of Mud Lake, last Wednesday afternoon was accidentally shot by a gun in the hands of H. E. Dunlap, Harry Free, Glen Decker, Frank Breitenstein, John Doe, Richard Roe and other persons whose names are at this writing unknown.

As soon as the alarm announcing the accident had been sounded, which was done by the victim himself, who proclaimed to a cock-eyed solar system, in a calm, subdued tone which could not

have been heard more than a mile, that he was as full of lead as Mark Twain's Jumping Frog, members of the hunting party gathered around the unfortunate man in order to render first aid, or to hear any final words he might wish to utter.

Solicitous friends made a hasty examination which disclosed the fact that the principal wound appeared to be in the lip of the moving target. This being a vital spot the discovery caused much anxiety at the clinic for it was feared that the stricken man's loud speaker might get full of static and cause a total loss or partial abridgement of the power of speech.

This however proved to be groundless for as soon as Mr. Breitenstein regained his mental equilibrium he launched forth into an oration so forceful, eloquent and fluent as to make Sparticus' Address to the Gladiators sound like a practice lesson in a School for Stutterers. This discourse was directed to all and sundry who carry guns, large or small, loaded or unloaded, in war or in peace, but more particularly while hunting ducks.

As soon as it became clear that the wounds were unlikely to prove fatal the hitherto friendly huntsmen fell into a violent quarrel over the question of who fired the shot that caused the commotion, each claiming the credit and each the right to shoot Mr. Breitenstein, that is, if he was to be shot at all. This heated argument broke up the party and was continued after returning to town and is still unsettled.

The Pote Lariat of The Republican was so moved by the whole sad tale that he burst into verse, with the following result:

The ducks were falling thick and fast,
"Pop, pop" went the noisy guns,
A grim reminder of the past,
When we faced the bloody Huns.

There came a cry from the muddy marsh,
Where the ducks did their flit,-flit-flit,
Above the din, both loud and harsh,
"My Gawd, I'm shot" sez Brit.

They gathered 'round the wounded man,
To get his dying word;
Sez Harry Free, "I guess 'twas me,
I thought he was a bird."

"Nix, nix," sez Dunny, "I'm the guy
Who made the bull's-eye hit;
I always swore that I would try,
Some day, a shot at Brit."

"You yaps are nuts," sez Brother Frank;
"I hit him and no other,
Who else has got as good a right
To take a shot at brother?"

"When all is said and done," sez Glenn,
"You'll find that I'm to blame;
I rarely miss with my trusty gun,
And I took careful aim."

But Dunlap wouldn't have it so,
"You marksmen make me sick:
Just ask the man, if talk he can,
He'll say I did the trick."

Poor, bleeding Brit lay back and moaned:
"Right now I'm here to state
When next I shoots, with these here brutes,
I'll dress in armor plate."

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Writing the Feature Story.—Everyone who intends to go into journalistic work in the country field will find it advantageous to study the writing of feature stories. The student can learn not only the methods used in writing for newspapers but also for magazines which gives him a chance to add to his income by doing special articles.

The types of beginnings in use by writers of feature stories may be divided into these seven kinds: (1) summary; (2) narrative; (3) description; (4) striking statement; (5) quotation; (6) question; (7) direct address. Combinations of these beginnings are also used. Without giving illustrations of these beginnings they may be explained by saying that the summary lead is similar to the summary lead of a straight news story; the narrative lead is one which relates a story; the descriptive lead begins by describing something; the striking statement is any that will compel the reader to give his attention; a quotation, a question, and direct address are self-explanatory.

The value of a definite plan as an aid in writing a feature story cannot be overestimated, and the need of a plan must be emphasized in the case of the country newspaperman who

has so many other duties. A definite purpose, which is not too big for the amount of space available, should be held in mind while the story is being written. Nothing should be admitted to the story, no matter how interesting it may be, which will not accomplish the original purpose. There is much danger in writing feature stories that fancy will take the place of facts and that flowery and imaginative language will ruin the story for popular consumption.

CHAPTER XIII

The Editorial Page

Necessity for an Editorial Page.—The news function of a community paper is the most important, but by no means the only one. In addition to giving a complete coverage of the news events of the week, the editor has the task of interpreting this news, of calling the attention of his readers to the important things in the news, of giving them reading matter that is not strictly news, and of doing what he can with his pen to help matters in the town. It has been found that the better newspapers, those which are the most successful financially and which have the best news service, are the ones that have uncolored news. If any comment is considered necessary, it is put on a special page where the rest of the editorial matter will be found. If an editor wants to make his newspaper one of the best in the country, he will do very well to pattern after the successful ones, and to make his news all news. This is the reason for the existence of an editorial page in the country paper.

There must be some place in the paper where the editor can have his say and where he may run all of that matter which is essentially someone's comment. Whether or not the editor feels that he wants to write editorials he must remember that there are other editorial features which must be printed and that he cannot rightly print them anywhere they happen to fit. It is his duty, therefore, as well as his privilege to have a page devoted to articles of comment, ideas, and opinions to supplement his news service. He will not find it a burden to have an editorial page once he has started to use it to advantage, and he will not want to do without it when he has once learned the usefulness of it. The editorial page will do more than hold the little bit of comment that the editor wants to run each week: it will be the proper place to print

many of the features that often adorn the front, back, and inside pages, making them poorer news pages.

What Should Be Printed on the Editorial Page?—Since news stories should be free from opinion and comment of all sorts, and should not attempt to convince readers of the rightness or wrongness of things, all articles which have comment or opinion in them must necessarily be run on the editorial page. At first examination many things that have been run in the news columns will appear to be pure news, but upon closer examination will be found to be correct material for an opinion page. The test of what should be run on the editorial page is simply whether or not it contains comment and opinion.

The first essential of an editorial page and the backbone of the page is good, live local editorials. When the editor has done his duty in this direction he may fill his page with other features. There is little use in having a page set aside every week for editorial matter, and then filling that page with news articles and filler material, much of which would be better not run at all. When the editorial page is made the dumping ground for propaganda material and free advertising of all sorts, the effectiveness of the page is lost. If any page is used it should be a good one, not a rubbish heap in which to throw everything that does not fit in any other place.

There can be no set standard for all country papers in regard to the features that will be placed on the page, because editors differ in their ideas of what constitutes good editorial features. There are many things, however, that have editorial characteristics and because of these should be placed on the editorial page.

Editorials from Exchanges.—What is said about exchange material in the chapter on "Methods of Speeding Up Production" applies to all editorial matter clipped from exchanges. Your fellow editors write much that is well worth reprinting in your paper, and you can take advantage of this fact. When there is an editorial in the paper of a neighboring editor which affects the life of your readers, that editorial should be placed where they can see it. The reason that country editors in Kansas—William Allen White, and the rest of them—are more famous than those in other States is mainly because they

quote each other. When one of them says a good thing, the others all pick it up and tell the world about it.

Perhaps the caution is not necessary, but it will hurt nothing to say again that a page should not be entirely pick-up material. Don't be a "scissors editor," which is the extreme opposite of not using any exchange material. It is very easy to get in the habit of filling the editorial page every week with clipped articles, for then you don't have to write any, but it is not using your editorial page to the greatest advantage.

Other Features for the Editorial Page. Public Opinion.—A column that makes a good feature for the editorial page is one in which the reading public has a chance to be heard. Country people like to know what their fellow citizens are thinking as well as doing, and the public opinion column contains short articles by various men and women telling what they think about a question. The questions discussed in such a column are various, ranging from bobbed hair to the election of state and national officials. Very often, when people know that they will have a chance to get articles published, they will offer letters for the public opinion column on some question which they wish discussed. If no such articles are offered the editor can easily start a discussion by writing what he thinks about a subject and inviting all readers to participate in the discussion. There is nothing quite so good for arousing interest as such a column.

The main dangers in this case are that the articles will not all be on the subject and that some writers will not be big enough to avoid sarcasm and personalities. The editor must exercise rigid supervision of the public opinion column and have his contributors distinctly understand the conditions governing such contributions. A limit as to the number of words that any letter may have must be set in order to keep the "space hog" regulated, but generally these articles will not run so long that they cannot be published. One method that has been found useful in getting contributed articles discussing a popular question is to interview certain men of importance in the town and get them to give the editor a letter on the subject. If the question being discussed is one which has a

technical side, it is a good plan to get the opinion of some technical men on it.

The public opinion column in a country paper will be most successful when the subjects discussed in it are of pure local interest. It is hard to get country people interested in the new memorial building which has been proposed for Washington, D. C., but it is not hard to get them to voice opinions on the question of adding a new wing to the local high school. Rightly used, the public opinion column is one of the editor's strongest features, for he can put here many articles favoring or arguing against a cause by persons who have some influence in the community. If he has a column at all he should attempt to give everyone who writes an intelligent communication a chance to be heard. A column used for the interests of only a few is not a fair proposition. If he cares to favor something being discussed, it is easy enough for him to get articles from persons who are favorable to it. A little opposition is a good thing for any cause and it makes the advocates of that cause fight harder.

Contributed Articles.—The editorial page is the proper place for all contributed articles that are in the nature of comment and opinion. All news articles that are handed in to the editor will of course be printed in the news columns, but every week he will receive articles from readers who advocate something or other. These contributed articles are a good thing from the standpoint of getting interest in local questions. They differ from the articles in the public opinion column only in that they are on various questions. The chances are that other readers will hold different views and will come back with an article on the opposite side the following week. Sometimes the articles contributed are merely in the nature of economic or political discussions that interest local readers but are not argumentative.

Caution should be taken that all communications published are signed by the writer. The editor cannot afford to take chances on getting himself into trouble by publishing anything which is likely to offend some one.

Church Notes.—Church notes appear in various places in the country newspapers of the United States, but nowhere are they more appropriate than on the editorial page. In the

first place, most church notes contain much comment, opinion, and preaching, and this should be placed on the same page as other comment and opinion. When the pastor's signature accompanies the notes so that he is responsible for what is said, they may be run on other pages, but signed or unsigned, they have an editorial nature and are well placed on the editorial page. Another reason that they can well be placed on the editorial page is that they are usually of a serious and dignified nature such as editorial material of the best sort. It is placing church notes to the best advantage to put them next to other serious and dignified matter rather than in the same columns with the pool room and amusement park ads.

Paragraphs of Humor.—Humor paragraphs are often strewed around through the paper in all places that they will fit, but used in this manner they are not so effective as when put in a separate column by themselves. The column of humor that is edited by a member of the staff is best placed on the editorial page. It is not news, and often its purpose is not only to entertain but also to convince. While some will argue that the editorial page is no place for such flippant articles as humor briefs, nevertheless the extreme dryness of some editorial pages argues strongly for a little lighter material. The humor column serves to enliven a page filled otherwise with serious matter, and if the humor is of the right sort nothing is taken from the more serious articles. Following is an example of a short column conducted each week by a man who writes for a number of country papers in a far north state.

"BILLY" NOONANISMS

We hate to be considered a doubter, but it is difficult to believe that Noah took only one pair of mosquitoes aboard the ark.

"The Last Word in Homes" is the heading of an adv. Well, you know who has the last word in your home.

One of the candidates is telling a story that is worth repeating. A man attempted to drown himself by jumping into a river. A passer-by jumped in and brought him ashore. On recovering his breath the rescued man blurted, "I wish you would mind your own business." "I am," was the quick retort. "You've every bit as much right to live and pay taxes as I have."

"We have plenty of money," says Mr. Mellon, secretary of the treasury. Where do you get that "We" stuff, Andy?

The championship for foolishness goes to the autoist who last week tried to light a cigarette while engaged in one arm driving.

According to a writer the women of Abyssinia are the bosses of the home. What's so peculiar about that?

A writer says that when women shortened their skirts they added five years to their lives. Some of them evidently figure on living forever.

Features from the Files.—Under this name we will consider those paragraphs of news and editorial matter that are taken from the files of the paper for ten, twenty, thirty, or more years ago. The reason for including such features on the editorial page are perhaps not so strong as those for having other strictly editorial features on the page, but they are valid reasons nevertheless. In the first place, much of the matter in the "—— year ago" column is editorial. Often the editor runs something that an editor of several years ago has written advocating or fighting against something in his day. This is editorial matter and is interesting reading for present-day readers because they can see what questions were being discussed when father was a boy.

Another reason that news briefs of "—— years ago" can go on this page is that many of them contain editorial comment. If the editor prints the items as they appeared originally, many of them will have the editor's afterthought added to them. It was quite common even ten years ago—and is yet for that matter—to add much comment to the news in country papers.

Perhaps the biggest reason that so many editors run the "—— years ago" column on the editorial page is that these items are read mostly by older people, those men and women who had a part in the life of past days. These are the persons who will be most interested in reading such briefs for they will know many of the persons mentioned in the news and will often find their own names there. These are also the persons that the editor most wants to read the other features of the editorial page; that is, the editorials and the discussion articles. The news items from many years ago serve to attract

these readers to the editorial page and in this way help the editor to accomplish something with his editorials. If they are placed on the editorial page they are where the older people will be most likely to see them. The younger generation is not usually given to reading editorials and is also not usually most interested in the "—— years ago" items.

Advice Columns.—Columns of material either signed or unsigned that aim to give advice on various subjects are good features for the editorial page. If the subject matter of these advice columns is not such that the editor would want it close to his editorials, the columns ought to be left out. Many papers make a practice of running health talks on the editorial page. Generally this is a plate feature since it would be rather difficult to get a local doctor to write especially for one country newspaper. Although formerly considered of little worth, these health talks have come to be recognized as valuable and contain much helpful advice for country readers.

Columns of advice to the farmer may be placed on the editorial page. Whether this is agricultural school copy or copy prepared by the local farm reporter, if the article contains advice on doing things around the farm it has a place with the other opinion material. It will be argued that this should be placed on the farm page, which may be true if the paper has a farm page. Most papers do not have such a page, however, and then the column is best placed on the editorial page with the rest of the advice.

Editorial and Comic Cartoons.—Various services are now put out through which the country editor can get a cartoon each week, the nature of which is determined by himself. He may either get a comic cartoon which attempts to convey no message, or he may get a series of cartoons that seek to put across some point of editorial interest. The latter is perhaps better for the editorial page if the cartoon is such that the editor's editorial policy will agree with it. If he cannot get such cartoons the comic is better. The question of running a comic strip on the editorial page rests with the editor and he may do so or not just as he thinks best. It is argued that a comic strip is out of place on the editorial page because of the seriousness of the other matter but the same argument holds here as in the case of the humor column. Most of the better

country newspapers run their comic strips on another page and maintain the dignified appearance of the editorial page.

Advertising on the Editorial Page.—The question of whether or not advertising should be placed on the editorial page may in part be answered by the fact that 95 per cent of the country papers in the United States do have advertising on that page. There is no proof that the best editorial page is one which has no advertising on it, for there are other elements that enter into the question of make-up. For instance, it is argued by some of the veteran country editors that you must have advertising on the editorial page in order to have pages enough to accommodate the advertising, and also in order to get readers to notice the editorial page. Both of these arguments have some weight, for the fact that readers are coming more and more to use the advertising columns as their buying guide makes it practical for the editorial page to carry some advertising. In the small paper the question of where to put all the advertising sometimes becomes an alarming one as anyone who has attempted making up a small paper will agree. Utility must sometimes be the editor's watchword in order that he may save an extra four- or eight-page run and thereby cut down expenses. When there is no need for having advertising on the editorial page, it can be made much neater and more inviting by preserving it as a strictly editorial department of the paper.

The Position of the Editorial Page.—The position in the paper of the editorial page will always depend to some extent on the number of pages run. When one page has been decided on, it should be kept as the editorial page in order that readers will not become confused or be caused any trouble in finding the matter that they seek. Most country papers of four pages use No. 2 as the editorial page, and most of eight pages use No. 4. The reason for using an even-numbered page is simply that it is convenient and is generally opposite the page containing the local items. As these are the most interesting of all news in the country paper the reader's attention is naturally next attracted from them to the editorial page. No. 2 is not used in the eight-page papers because it is generally one of the pages that is printed in the first run and must necessarily

be filled with material that is set up a considerable time before the day of printing.

Patterning after city dailies, some country editors have started using the last page of their papers for the editorial page. The last page is a good attention-getting page and this is the greatest reason for using it. However, the fact that the country newspaper is read through completely makes it practically unnecessary for the last page to be used as the editorial page, and most editors have stuck to the old custom of using an inside page.

Editorial Columns on the Front Page.—Although this is perhaps a question to be considered under front page make-up, its connection with the editorial page is significant. It has become quite common in the past five years for country papers to run a column of editorial briefs on the front page in the left outside column. This practice was started by the Hearst papers for whom Arthur Brisbane has written for several years. His column of "Today" in the city papers is now paralleled by "This Week" in the country papers and by other columns written by local editors.

There is no doubt that this material gets much more attention than does the editorial material run on an inside page, but the question for the country editor to decide is whether or not it is necessary to attract so much attention to a column of editorial material very little of which deals with anything of local interest. Every inch of space on the front page could and should be filled with live local matter great in news value. When an editorial is put on the front page it automatically forces much live news to another page where it is less likely to be seen. Before editorial matter, particularly foreign matter, is played up so strongly on the front page, the editor must be sure that he has covered the local news field and has given the important news the display that it deserves. Then if he has space left on the front page he may use an editorial column.

The practice of using a front-page editorial column is not good for the added reason that the front page is a news page and not a page of comment. Many country papers use the Brisbane service but run it on the regular editorial page.

The matter of balance on the front page keeps some editors

from using an editorial column there, because an extra long column disturbs the nameplate and throws the page off balance by the dissimilarity of the headlines.

Editorial Poetry.—Every so often some one in the country community writes a poem that has some worth. Perhaps it is occasioned by some humorous occurrence such as "Casey at the Bat" was, or perhaps an occasion in the life of the person makes the poem. Rightly used and not overdone, poetry is a good feature for the editorial page. An example of a local historical poem follows:

THE BIGFORK TRAIL

By C. F. KEENE

I was camped on Lake Bemidji
in the fall of ninety-nine,
Barely making a living,
tending a long trap-line,
When a cruiser found the spruce
swamp, just south of Rainey Lake
And every man stampeded to set his
corner stake.
The trail ran over northward,
through spruce and tamarack,
Each man loaded like a pack horse,
his outfit on his back.

We lived on beans and bacon
and sometimes moose meat too,
Which made a fine smullgullion,
otherwise known as stew,
Did you ever tramp through a
blizzard, when it's forty-six below
And camp all night in tepee, all
banked around with snow?
All the weak men perished or
were quickly shoved aside,
By the stronger and the braver,
in the van of that human tide.

Few men there were among us,
who really understood,
The hardship lying before them
in those miles of silent wood;
Many a man with heart of oak,
who was born and raised in towns,
Failed at the task and met defeat,
packing a hundred pounds,
But this is the law of the northland,
only the strong succeed,
The weaklings fall by the wayside,
crushed by the mad stampede.

At last we came to the Bigfork,
a river fringed with pine,
Which starts in Minnesota and
ends at forty-nine.
It was here we found the spruce
swamps, and here our work began,
We staked a hundred-sixty, for each
and every man.
We built each man a cabin, which
was twelve feet by fourteen,
Chinked with clay and spruce moss,
and thatched with balsam green.

We settled there on our homesteads,
a bunch of pioneers,
Fighting for our existence, through
those long and lonesome years,
We hunted game in the forest and
trapped the fur on the streams,
Living there on this far frontier,
buoyed up by our dreams,
But fortune never came our way,
we dropped out one by one,
And now the stampede is over and
the pioneering's done.

Poetry that is of a better class is often run on the editorial page because it is not a news feature. Edgar Guest and other writers are popular with the readers of country papers as well as city dailies. Then there is always much splendid poetry in literature which the editor may give to his readers if he wishes. The field of literature has hardly been touched, either because the editor does not wish to take the time to find a good poem, or because he is not familiar with literature.

When local people and institutions are made the subject of editorial poetry, the tone of the poetry must be friendly and sympathetic. No good can be done by running a satirical poem after a baseball game has been lost, but renewed spirit will come to the team and backers if the poem has that "we'll do better next time" tone. Poetry is read to be enjoyed, and all editorial verse should be packed with enjoyment and good sense.

The Editorial Column.—The column has become a regular feature of many newspapers today both in the city and country fields. In the editorial column the country editor tries to meet his readers in an informal manner and to talk to them as if he were face to face with them. The column has in it not only short paragraphs of editorial comment, but also several contributed thoughts, some humor, and most of all many items about persons, places, and things that are well known to readers of the paper. Some gems from literature are found in many of the best editorial columns. The columnist knows that to put over one serious idea which will start readers thinking, he must have several items and thoughts that are of great local interest. If the column is to be interesting and effective it must be lively. When it becomes dry and uninteresting it is a dead weight.

Typography on the Editorial Page.—To get attention focused on the editorial page without violating the canons of

good taste the typography of the editorial page must be pleasing and different enough to be interesting. Many editorial pages are set in the same size and kind of type used in other reading matter, but a slight change in size will make a better-looking page and a more readable one. Editorial matter is thought to be proverbially dry, and typography can do much to make the page appear inviting to the eye of the reader. If the paper is using body type of 7- or 8-point the editorials can well be set in 10- or even 12-point type of the same series.

When the larger sizes of type are used, it is better to set type in wider columns. For 10-point type the 18-pica column is very convenient and neat-appearing, and for 12-point type the double column is used.

Larger type is much easier to read, and is particularly good for the editorial page because that page is read mostly by men and women whose eyes are not as good as they were once. All in all, the use of type on the editorial page somewhat larger than the body type of the paper, has much to recommend it.

Features other than editorials are usually run in regular body type unless the whole editorial page is set in a size somewhat larger. Most papers use common body type for the opinion items, contributions, and other features that are run on the editorial page, to distinguish such articles from those of the editor himself.

The associations called to the mind of the reader by type forms and combinations have much to do with the opinion that the reader will form of a paper. For this reason the typography of the editorial page is of great importance. In the foregoing paragraph we discussed the typography of the editorial matter and the other reading matter on the editorial page. It now is necessary to treat the typography of advertisements when they are placed on the editorial page. If the editor wishes to have his page appear dignified so that readers will be inclined to regard the matter on the page as serious and worth much attention, the ads on the page must also present a dignified and neat appearance. If the type for the editorials were perfectly chosen and a mass of rugged Gothic or other strong type were thrown on the page in a helter-skelter advertisement, the effect of the whole page would be

spoiled. Such types as Caslon and Century Expanded, which are fairly strong types but which do not have the thickness of element that others do, are very good for the editorial page.

In general, the watchword is uniformity of tone and if the tone of the page is preserved, the chances are the type is right. Bargain advertising is poor material to place on the editorial page. In selecting the advertisements for this page, the editor should keep in mind the impression that he wishes to convey and choose with great care. Bank advertisements, church and school, and other forms of institutional advertising, both of public and semipublic institutions, are appropriate for the editorial page. Lastly, the editor may use part of the advertising space on the editorial page for his own self-advertising.

The Serial Story.—Since the serial story is one of the features which is not news but entertainment and education, many editors run this on the editorial page. It cannot be said to be comment and opinion unless we accept fictitious comment and opinion in the story as qualifying for the editorial page. It is a good feature wherever run, and there is no doubt that it has some pulling power for the editorial page. On the other hand, the type of story that is very often run in newspapers is not particularly dignified, serious, convincing, and perhaps not as interesting as it could be. In such cases the serial story will detract from the general effectiveness of the page. If the story is a good one and maintains the tone of the editorial page, it may well be run there. The same thing may be said for short stories that are complete in one issue; if they are the right kind they may be placed on the editorial page, and if not they should be put where they can do less harm, or not used at all.

CHAPTER XIV

The Editorial in the Country Paper

Is the Country Editorial Effective?—Too much has been said about the decadence of the editorial in the weekly paper and too little concerning the good that a well-written editorial on a local subject can do. If it is true that the press is not dominated now as it was in the days of Horace Greeley and others, it is equally true that country-paper editorials are accomplishing more for the common good every day than could be accomplished without them. Why do men not write about the power of editorials in the country press rather than about the futility of having an editorial page? No doubt it is partly because the good things that are done too often go unnoticed and the ineffectual things are brought out into the light. It cannot be expected that every reader will read and believe all there is in any paper, and neither should it be expected that every editorial will accomplish all that its writer expects of it. Human beings have to be informed, convinced, and stirred to action before the results of an editorial can be seen, and this is a slow process often requiring months of constant effort. The country editor's task is a hard one, more difficult because he is dealing with persons that have to be convinced slowly. Yet, if he keeps on in the spirit of friendly helpfulness that should characterize all of the material in a country paper, he is as sure of reward as the man who benefits mankind in any other way.

While the editorial is simply one means of bringing a matter to the notice of the readers of a country newspaper it is nevertheless one of the *most effective ways* in which to do it. In the editorial the readers meet the editor in a personal manner; they get to know what the editor is thinking and feeling, and generally his message is in direct line with some of their thoughts. It is this personal touch that gives the country editorial its power. On the street he may be simply one of the townspeople, but on the editorial page the editor becomes

a voice for the whole community; and if he has maintained the right kind of spirit in his past editorials, he talks with the voice of authority. It is the element of personality that makes the editorial in the country press read and believed, and it is this element also that distinguishes the good editorial from the poor one.

Need of Editorials on Local Subjects.—The dry, scientific, foreign editorial may have some place in newspapers, but it can never dispute for the place of honor with the local, friendly sort of message that tells the readers something which affects them. That is why a local editorial written in the office by the editor himself will have more weight than a much more polished article which has no local application. It is easier to buy a "canned" editorial service than it is to write live editorials, but the results cannot be compared. The reader seldom gets from a foreign editorial anything that provokes serious thought, but he will read one telling about something that needs attention in his own community and will think about it.

The Scope of the Country Editorial.—Questions of national and state importance are the subjects of editorials in the great city dailies which have large staffs of men who are paid to do nothing but write such editorials. They are capable of treating large subjects intelligently. Country people read these editorials in city papers quite as much as city people do. Since such economic and political questions are well handled in the city press, what is there left for the country editor to write about? If it is remembered that the reason for the existence of the country paper is that it pays attention to things of *local importance,* the question of what to write about will be answered.

There is another part to the answer, however, and that is that the editor of the local paper should strive to interpret the day's news to his people in a manner that will make them see the significance of every action in the light of their own experience and surroundings. The function of editorials in the country press is, therefore, two-fold: (1) to devote attention to things purely local, and (2) to bring to the attention of the readers those things that are outside the immediate

community but yet which have a bearing on the life of every citizen.

Local Matters for Editorial Attention.—As local news is the greatest essential of the country paper, so are local editorials of the greatest importance to the editorial page. In view of this fact most of the editor's time should be spent on local matters, leaving a smaller amount of time to issues that are taken care of in city papers. It is often true that happenings far outside of the boundaries of the community will affect directly the people in that community, and when this is the case the editor will devote his attention to developing the local angle of the situation. It would be useless to attempt to make a list of all of the matters that the editor will take up in his local editorials, for they are too numerous. Certain classes of subjects will be of some use in helping the editor choose his topics so that he will be working on the things most important. Before any such classification can be made, it is necessary to understand the nature of the material that goes to make up a good editorial for the small paper.

Giving Information.—The first purpose of an editorial in the country paper, as well as in the city paper, is to give the readers valuable information. Very often this information has been given before in the news columns, but unless the attention of readers is drawn to it as being significant, they will pass it by without thinking it over. The kind of information that can be given in editorials varies all the way from the notice of an exceptional yield of wheat to a violation of law that spells calamity for the community. The test of what to say is that it must be interesting and important for the readers of the country paper, not that it must be one of the big questions of the world but of the small area in which the paper circulates.

This editorial from the *Darien* (Conn.) *Review* is informative as well as convincing. It is on a live local subject and is part of the editor's community betterment program.

NO BAD NAME FOR DARIEN

Some one has suggested that the activity of the local police in arresting speeding motorists will "give the town a

bad name." We think the alarm is unwarranted. It may give Darien "a bad name" among those who flout the speed laws, but conservative drivers will note with approval the action of the police in checking the activities of those who have no respect for the rights of other users of the highways.

There was a time when Darien had a deservedly bad name among motorists. Those were the days of "speed traps," roadside courts and the accompaniments of an era when the slogan was: "Let's get ours while the getting is good." But all that has been changed. Arrests are made by uniformed officers who ride motorcycles plainly marked as police machines. There are no "speed traps" and no magistrates camped by the roadsides to gather in the lucre from the motorist who perhaps was actually as well as technically guiltless of wrongdoing.

Those who are arrested are given the opportunity to be heard in a properly conducted court, presided over by a member of the Bar of this and New York States, and no advantage is taken of them. If they will drive at an excessive rate of speed through a built-up section, endangering their own lives and those of others, they must, if caught and convicted, pay the penalty. But they will not be railroaded to jail or fined without being given an opportunity to put in a defense.

It has been said that the widened Post Road is a temptation to speed. That may be the case, but there are many temptations in this life, and those who do not wish to be punished must learn to resist them. The Post Road was not widened to make a speedway, but to safeguard those who travel up and down that much-used highway.

Well behaved motorists have nothing to fear from the Darien police. They are only after those who are scoflaws. More power to them.

The giving of information is a vital part of an editorial, and nothing that aims to convince or incite to action can properly be introduced until the reader understands the situation. If the editor wishes to have a bad rut in the main street fixed, he must first tell his readers that there is a bad place in the street, and that it is and has been endangering the lives of all who drive over it. After he has so informed them he can proceed

to urge that some action be taken that will make the street a safe place in which to drive. It would be useless for the editor to write an oration on the danger of driving while intoxicated unless his readers had been told of the many deaths and injuries that have been caused by such driving. This information paves the way for the message of helpfulness that is to follow, and must be considered as the first requisite of a good editorial.

Very often there is no need for an elaborate editorial in order to accomplish what the editor knows should be done. In such a case the mere information does what argument will not do. To expand the article may be to defeat the end in view. A tribute paid to the cleanness of the city by an outsider is far more effective in producing a spirit of local pride in the city if printed alone, than it would be if accompanied by a long harangue by the editor showing why a citizen should take pride in his town. A casual remark dropped by a tourist on the unsanitary condition of the tourist camp in the town is more powerful than a long article by the editor urging repair of the camp. Too much said is worse than not enough; the latter condition can be changed by later editorials but the former is a condition irreparable when the attitude of the readers has been wrongly formed.

The Tone of Country Editorials.—Constant destruction is distasteful to most civilized people, and editorials that are always criticizing some one or something are distasteful to most country readers. They feel that the good things that are done should receive mention first of all, and that the things that are not good can be made good by constructive argument rather than by destructive criticism. As a consequence, the editorials in the country press have more weight if they are always constructive in tone. This does not mean that the editor must never attempt to right a wrong, but that he must attempt it in a manner that plainly shows that he is trying to do what is good.

The keyword to the writing of all good editorials for country papers is "friendly." If the tone of an editorial is not friendly, it may be read but it certainly will never get the sympathy of the reader. The editorial page is no place for the editor to vent his spleen on some person or thing with which he is not

in favor, purely for a selfish reason. Personal criticism is the one thing that such editorials should not contain; personal battles should be fought somewhere else.

To accomplish anything it is first necessary to get the readers on the side of the writer, which ought to be the side of right. If readers are antagonized by the tone of a bitter editorial they are lost for all purposes of persuasion.

It is often hard for an editor to see the thing that needs hitting without seeing the person that is connected with it. Yet, it is the evil that must be corrected, and most of the time this can be done without causing heartaches to any resident of the community. If the editor can see the vice and strike hard at it without making the offender appear too low for any aid, he has done more toward remedying a bad situation than he could by filling his columns with personal abuse. He should make it his aim to correct bad practices, not bad men.

Sarcasm is a powerful tool when used wisely, but it can be wisely used scarcely once in a lifetime. Most young writers are too anxious to show how clever they can be, and in their cleverness become sarcastic. Biting words and phrases are always turned against the writer, and when he thinks it over he finds that he has suffered more than he has gained. Country readers are especially likely to take offense at sarcastic remarks in editorials because of the nature of the community. It is quite a different matter to call John Jones a scoundrel when he runs a store in your own town than it is when he is the ambassador to Siam. The country editor is writing about people with whom he associates every day, and what he says is on the lips of every person in the town shortly after it is printed. All the friends of the person spoken of in an unfriendly manner immediately become lasting enemies of the editor, so it simply does not pay to offend the readers of country papers. If the editor will remember that he is one of the townspeople and will put himself in the other fellow's place he will often be led to modify a sentence before he publishes it. Great good comes not from condemning a person, but from helping that person to help himself.

The following quotation, taken from an editorial written by a man who has been in the country newspaper business for

more than forty years, illustrates the attitude taken by veteran editors.

(From *The Ely Miner,* Ely, Minn.)

> In our files for the past thirty-one years are treasured the happenings of the city. We have cried with you when you were sad and laughed with you when you were happy. Many a father, mother, sister, and brother have been spared a heartache over something that has happened but has not been mentioned in the paper. Maybe we were wrong in suppressing items of news? Maybe not.
>
> In the outside world, Ely enjoys the reputation of being a fine city. The local people know of the shortcomings, so why advertise our faults, if we have any, to the outside world? The Miner circulates in every state of the Union and several foreign countries. The upbuilding of city institutions and its people is better news than the shortcomings of certain of its inhabitants.

Editorials of Commendation.—A little bit of praise is a powerful thing and when that praise can be used so that much good results, the editor has done the community a great service. Editorial matter which commends some one is not hard to find: it is the most usual kind found in the country weekly. That it is not found on the editorial page only speaks the stronger for a good, live editorial page. This is the easiest type of editorial to write, and it is the kind that is most appreciated by country readers.

An obituary will often furnish the inspiration for a good local editorial on the life of the person who has died. Whether the editor believes in commending people in an editorial after they are dead or not makes little difference, for he usually does commend them somewhere in the paper. If a life of service and kindness is not worth a whole editorial on the page where the editor should voice his thoughts, then it is certainly not worth comment in the news story. The death of an old pioneer should not be left unnoticed in the editorial columns. The story of heroism of the young person who has sacrificed in attempting to help another deserves mention and praise in a local editorial.

The following editorial commending the bravery of a local

man who received fatal wounds while doing his duty as an officer of the law, was taken from the *Yonkers* (N. Y.) *Record.*

DANIEL J. SHEA, FIRST MARTYR

"Time heals all wounds." That is what writers have said time and time again for many years. The soundness of the adage can be questioned when the death of Police Lieutenant Daniel J. Shea is considered. This case, however, may be the exception that proves the rule and, therefore, "Time heals all wounds."

Time had every chance to heal the wound suffered by the gallant officer as he blocked a burglary at the home of one of Yonkers' late distinguished citizens. Time failed in this case to do her duty.

Police Lieutenant Shea now rests beneath a little mound of earth because he performed a duty that tested the bravery of the bravest. Unarmed, save for a weapon that could be used only at close range, the late lamented police officer dared do battle with a pair of gun-toting thugs. The history of the case tells of his gallant struggle and of the murderous assault perpetrated upon him by a brigand at bay. It tells of the cowardly shooting of the policeman by a desperado who did not know the meaning of fair play. The story of the shooting had no place in it to relate that the police officer cringed when he found himself at a disadvantage.

The fact that death called upon Lieutenant Shea nearly 13 years after the incident cannot belittle the statement that the officer went to a martyr's grave.

Practically the whole city mourns the death of the valiant police officer. By his passing his family loses a beloved husband and father, the city loses a valued servant and the Police Department is bereft of a gallant and efficient officer.

What has happened to Lieutenant Shea is the lot that daily faces every man who wears a police uniform. Many times the fact is lost sight of that the man behind the brass buttons and bluecoat is human. It will be well for those who are prone to criticise for small cause that every member of the Police Department is a potential martyr.

It should not be necessary for an editor to wait until a man is dead before he calls everyone's attention to good deeds well done. The editorial page has a place for the commendation of things that are done by living men and women, and these stories are all the more important because the person is yet a living part of the community. Recognition of a local man's worth by people outside the community should be the cue to local recognition in the editorial columns.

Whatever the subject of the editorial of commendation, the tone is always the same, and the editor takes as much pride in telling of the winning of the prize for good sportsmanship by the local boys' baseball team as he does in telling about the election of a local man to the state legislature. How many times have you read that article about the new baby at So-and-So's house which ended, "and —— is wearing the smile that won't come off"? How many times have you added your approval to the little squib about the local baseball team winning a large per cent of its games, or nodded your head when the editor has written that "our new paving will show the world that this town is alive and progressing"? Truly, the subjects for editorials of commendation are as numerous as the stars, and each of them has the power of the sun in lighting up the way of some member of your own community. Noticing the things that are well done and causing people to notice them is a part of the editor's work and it is the part that brings him his surest reward. What can be a better tribute to the veteran editor than the one which appeared in a city paper not long ago, which said that he had always been "the first to commend the good in men"?

The following editorial from the *Red Bank* (N. J.) *Register,* is a good example of a commendatory editorial about the work of local men.

TOWN TALK

It is as unusual as it is refreshing for a fair to be held without the public being "dunned" for gifts or beset with "tag days." If there isn't any genuine gold medal handy, an imaginary one at

least should be bestowed by the people of Red Bank and vicinity to Westside fire company. That company is holding a fair without asking anyone to give, but thankfully receiving such contributions as are made and buying with their own money the other things that they need.

* * *

The Westside boys seem to be doing well with their fair. Contributions have been numerous and the attendance has been large. The best of success to them! Everybody ought to try to give the firemen a helping hand whenever the occasion presents, regardless of whether it is one company or the whole fire department that needs assistance.

* * *

Aside from that, the Westside firemen deserve a lot of credit for sparing the town a house-to-house begging canvass. The firemen said they thought the town had been pretty well "shaken down" by other organizations needing funds and that they thought it would be well to give Red Bankers a respite from digging down into their pockets. The firemen are dead right about this. Asking folks for money to support various movements is always more or less prevalent, but it has never been more so than this season.

Editorials of Correction.—Some situations demand more than a mere informative editorial, and then the tact and skill of the editor is seriously tried. He must be able to draw the attention of his readers to something that needs correction, but he must do this in a way that will get the sympathy of the readers and ultimately lead them to take some action in the matter. As one editor expressed it: "It is hard to keep quiet when something needs hitting," but it is very necessary that the editor "hit" in the right way and at the right time. He must take every precaution that his article is not going to antagonize readers before the important part of the message is absorbed and before they have started to think. Even then he must pursue a policy of trying to do the greatest good to the greatest number, for he obviously cannot please everyone. As he writes his article aimed at correcting some practice that is against the best interests of the community, he will not forget that no good can come from personal abuse. The way in which attention can be called to something which disturbs the

majority of the people without attacking any individuals is clearly shown in the following short editorial which appeared in *The Ely Miner,* Ely, Minnesota.

> We wish to call attention to the practice some people have of running their cars through crowds assembled to listen to band concerts or any other public entertainment given on the street. Friday night when the band was giving one of its popular concerts on the James Drug Store corner, there were half a dozen cars that passed through the crowd at least half a dozen times. As an advertising medium, this is poor business. Some went so far as to stop and start several times. Some of the cars can make more noise than fifty bass drums pounded at one time. Take an inventory and see how you appear to the balance of the people when doing this.

An editorial seeking to correct the practice some persons have of neglecting to number their houses follows, from the *Forest Hills-Kew Gardens Post,* Forest Hills, New York.

Next Door to Mrs. Jones

> Where do you live?
>
> Asked that question any number of Forest Hills residents will answer that they live on such-and-such a street right next door to Mrs. Jones, or Brown, or Higgenbottom, whatever the name may be.
>
> This is a confusing and indolent method. People who do not know the street numbers of their own homes can readily find them out, and with the expenditure of twenty cents for numerals supply themselves with an address. In the Cord Meyer section there are many houses without numbers. And there are others with numbers concealed by vines and shrubbery. Can it be possible that some people are trying to make a secret of where they live?

Some editors make it a point never to criticize anything destructively. Instead of saying, "The sidewalk in front of the hotel is a menace to public welfare, and if the hotel keeper doesn't have it fixed he ought to be run out of town," they use a simple informative editorial brief, saying, "The sidewalk in front of the hotel is seriously in need of repair lest some

one fall through the large hole and be injured." If this fails to get action the first week, the editor runs another short article in his paper saying that the hole in the sidewalk has not been fixed, and that it is becoming more and more dangerous all the time. If anyone is injured by falling through the hole he will have that fact in the item. It is true that some of the time this method will work wonders, but there are times when good straight talk is necessary to get the thing done. When such an occasion arrives the editor needs the courage of his convictions and should not hesitate to attack with bold and effective strokes. When all the kindness and sympathetic reasoning have failed to produce any effect, an editor is justified in using forceful language and in putting things across with pointed sentences. Some people have to be jogged good and hard before they will take any notice, and if jogging is needed the editor is ready to do his share.

Editorials of Interpretation.—Part of the editor's task is to take facts and figures that mean little to the average reader and interpret them so that they will be understood. Every taxpayer likes to know just how much certain things are costing him, but often he is at a loss to know how to find out. The editor can get figures on taxation and with a little labor give his readers a story that is clear and understandable. Men and women do not have time to investigate every movement that is going on, and yet they like to know about them and to know what effect they will have on the lives of local residents. Whether or not the editor is in favor of the movement should not deter him from making a study of it and telling the results of his findings to his public. If he believes that certain things are not good, he may add his after-thought to the editorial.

Interpreting Political and Economic News.—Political activities make good subjects for interpretive editorials. The average citizen knows less about his local government than he does about his national government, and yet he is far more affected by the former. The editor will know all of the proceedings of the local authorities and these may be a part of the news. In addition to the news he can take the facts and figures given in the council report and interpret them for his readers. They want to know what the figures mean rather than what they are.

If it has been found necessary to increase the tax levy, the taxpayers are more interested in knowing where the money is to be spent than they are in knowing the simple fact of the increase. If improvements have to be made in the parks an editorial which interprets the proceedings of the board of park commissioners will be interesting and valuable to them. The paper should be a connecting link between the municipal government and the public, and most of this connection will come through the editorial page.

Measures of state and national importance are often not understood by readers of the country paper and in such cases it is the editor's duty to interpret and explain them. Questions of law which the average citizen does not understand can well be explained through editorials. In cases where the editor does not have all of the facts he can consult a man who is an expert in the matter. Any lawyer will be glad to give his interpretation of a new measure, and the fact that he is a local man will have some weight with local readers.

An editorial which deals with a political custom affecting every voter in the community follows from the *Ada* (Okla.) *Weekly News.*

THE CONVENTION SYSTEM

According to the Oklahoman, a whole string of leading lawyers of the state have declared in emphatic terms their undying opposition to the primary system, favoring a return to the old time convention. In the recent primary some 400,000 voters expressed their preference, but if the convention system had prevailed, one thousand voters would have named the candidate. Possibly a few more would have taken part in the precinct convention, but when boiled down, it is safe to say that only a few hundred would have any real voice in the matter. In gatherings of that sort most people are more spectators than participants and a smooth politician or two can easily manipulate them. It is the minority that rules.

We recall the campaign of 1904. About a dozen of us gathered at the precinct convention and the first men nominated were elected delegates to the county convention. When we arrived there we found a little caucusing going

on over the chairmanship of the convention and our delegation had little voice in the matter. Our delegation went to the state convention at San Antonio a few days later. After being given our badges and assigned a place on the floor one of the insiders dropped around to inform us that Duff was to be the temporary chairman and J. H. Kirby the permanent one. We were not even consulted about our preference. The only actual voice we did have was in a caucus of our congressional district in which we dished out our share of pie, deciding who should be our delegates to the national convention.

At the national convention at St. Louis there was considerable parading and cheering for Hearst and other candidates, but no one saw much of the big men of the party. They were off in some room deciding on the details and the maneuvers and when the program was presented the smaller fry accepted it without opposition. Kicking would have done no good and everybody knew it.

In a primary every vote has equal weight. Of course candidates pull a lot of raw stuff and often some very undesirable citizens are nominated, but in either case the result is the same. We admit that the average in personnel is below what it was a quarter of a century ago, but it has not yet been proved that this is due to the primary. Neither system is perfect, but it remains to find a better one.

The Local Angle Editorial.—A type of interpretive editorial that is common in country papers and that has a definite function is the one that aims to explain the news of the day as it appears in city papers. The war debt of France means little to the average person, who can hardly comprehend so many billions of dollars. When this information is put in an editorial showing that France owes us about $4.00 for every minute of time since the birth of Christ, it becomes more understandable. When stories talk about the liquor system of Sweden in speaking of prohibition, the editor can do his readers a service by explaining the differences between that system and ours. If a farm measure is proposed in the House of Representatives in Washington, the local editor may give the meaning of the bill to his readers by showing them what effect

the passage would have on local farming conditions. In every case the attempt should be not merely to comment on the subject but to show the connection between it and something local.

Much caution is necessary in writing all interpretive editorials, because the editor must be sure that he himself is correctly informed before he writes anything. If he has any doubts, it is best to see an expert. If he once carries an editorial which is full of errors, he has a long fight ahead of him to get himself back into his readers' confidence. Help in interpreting questions arising from the day's news can be secured from local men in most cases, but where this is not possible the editor can get in touch with the men who know, no matter where they happen to be. It pays to be right before you write.

The Editorial Policy.—Whether or not an editor consciously determines the policy he will follow in his editorials, he will always adhere to certain principles and standards. It is well for the young editor to set down these principles in a form that will serve as a guide to him in his career. In this code of ethics will be the methods of treatment that seem fairest to him and the things for which he will work. The editorial policy is dependent both on the ethics that the editor adopts and upon the views that he holds of local, state, and national matters. His code of ethics may say that he will give everything a fair report in his paper, but he may hold the view that to encourage the building of a new town hall would be adding an unnecessary burden to the taxpayers. When the issue came up he would run several news stories on the project which would be unbiased, but in his editorial columns he would try to show his readers why he believed the erecting of the building to be a false step.

The editorial policy in regard to politics is a matter for each editor to determine, and it is largely a matter of his individual convictions. His own political party connections should not make him blind to the good points of the other side, however, and he should be broad enough to give his readers fair discussions on the various candidates. His own convictions are a matter to guide him at the polls; his knowledge of the men running for office should guide him in his editorial writing.

It is quite possible for a man to be a loyal member of one party, and yet write fair and intelligent discussions in his editorials on the issues of the election. If he is not big enough to see that there are two sides to every political question, he is not big enough to run a newspaper. It is not to be expected that he will be able to favor both parties at once or even one party some of the time and one another. If he has given his readers the news of both sides in a fair, impartial manner and has interpreted this news the best he can in his editorials, he has done all he can to clarify political issues.

Working for one party is a common practice and one which is defended by many editors as being the only safe and sane method. They argue that a country publisher can get advertising only from one party, and that he must boost that party in order to keep the good will of its leaders. The fact that many papers run advertisements of all parties indicates that a publisher has a right to all kinds of political advertising if he gives a fair presentation of the news. In that case, political propaganda is not accepted unless it has enough news value to make it worth printing. Other editors do not believe it a wise policy to work with any party, and think that the editor should be free from all political entanglements. No doubt this is the safest method, particularly for the young editor. He can never hope to run an unbiased newspaper if he is constantly worrying about his political rewards, real or imaginary. The fewer strings he has tied to him, the better he will be able to tend to his own business in a capable manner. If he feels that he has a mission in politics he will find the avenues open for him to enter that field, and when he has had enough of it he will go back to newspaper work, wiser for the experience. Those who can run a paper which gives all of the news in a fair and impartial manner, and still hold to their own political views, will have no trouble.

Part of the editorial policy of every paper is that which deals with the exposing of violations of the law. City papers carry police news in which one can read the names of all offenders against the law, and some country papers have tried to follow the example of the larger dailies. The conditions are not the same, however, as the editor soon finds out. It is better to leave out the editorial flaying a citizen for being in-

toxicated than it is to print it and cause his family and friends much embarrassment. When a man is so placed in the public eye he has a hard time regaining the respect of his fellow townsmen. Is such a bit of comment worth making many people unhappy for, or is it better purposely to avoid publishing the misdeeds of local people when the account of them would add more misery to all concerned? While there are some who think that all news is fit to print and that all violations of the law should receive editorial mention, there are more who adhere to the policy of looking earnestly and a long time at the facts before doing anything likely to cause grief. Every editor must decide this for himself, but the experience of the most successful men in country journalism points to a policy of toleration and patience in handling such matters.

The editorial policy of the country paper, therefore, resolves itself into saying and doing what will do the most good. It is not a function of the country newspaper to do what the law will take cognizance of but rather to bring before the public those things of which the law does not take cognizance. When correction is needed, let the editor be the first to help bring it about; but when patience and friendly counsel are all that are needed, let him be the first to offer them.

Planning an Editorial Campaign.—Planning editorial campaigns has been well treated in several books on the subject and the points mentioned here are only those which have particularly to do with the country paper. Reliance can never be placed entirely on the editorial page in attempting to accomplish some reform or bring about some improvement. The editorial is simply one part of the well-organized campaign, although it is an important part. All editorials should grow out of the news, and so the first essential of any campaign is good news service covering the thing that is to be done. After the readers have all been informed, or rather given a chance to become well informed on the issue, the editor may start his editorials and other features.

A somewhat slow and easy start is always advisable, because it gives the readers a chance to begin thinking about the issue without making them take sides. Once a man has resolved to be on one side he will not change, even though he is convinced that he is wrong. If he is confronted with all the facts

before he makes up his mind he will be easier to persuade. The first few editorials will therefore be of the informative and interpretive types, and those of convincing and persuasive properties will be held until later. The clinching arguments will come at the psychological time, which is usually very late in the campaign, when all the facts are before the public. This is the time for the editor to get in his best licks where they will do the most good.

The small town offers unusual opportunity for the editor to do work of a personal nature in putting over any campaign. He is known to all of the prominent citizens, and if he has established the right relations with them they will listen to him. He has a good chance to have meetings of the town council, or other bodies that have a voice in municipal matters, called and to be heard before them. His arguments will usually be powerful before his fellow citizens, and generally he will have several influential men to talk on his side. Talks before the audience at theaters have been used by some editors in getting across a message of reform. All methods of getting the proposition before the public eye are open to the small-town editor when he knows his town well. Theater advertising, poster and billboard advertising, advertising in the columns of the paper, concerts, and what not, have been used when these methods would help accomplish the purpose.

Last but not least, the editor can show by his own example that he believes in the thing he advocates. If he argues against careless driving and has appeared before the council urging the adoption of a more rigid ordinance, let him not forget himself and drive through the streets at fifty miles an hour. In the small town the editor is watched quite as much as he is read.

CHAPTER XV

News Editing and Display

COPY-READING

Importance of Copy-reading.—Too much emphasis is now laid upon the fact that the editor of a country paper writes most of the copy and therefore does not need to read it for possible mistakes. He is just as prone to error as any other writer, and if he does not correct his own mistakes they will never be corrected. There is more need for reading copy in the country shop than in the city newspaper office, because the numerous duties of the country editor make it impossible for him to devote enough time to the writing of news to make each story good. He must sit down and dash off something so that the operator can have copy, and he must expect to be interrupted many times by persons who visit the office. He never can depend upon having a certain amount of time in which to do his writing but must do it as he finds a minute that is not full. All of these conditions make it essential that he look over what he has written and see that it is right. No one else has the time nor the authority to correct the editor's errors.

Another reason that copy-reading is important for the country shop is that it saves much time and money. After the type is set, no corrections should be made but those that are mistakes of composition. Every time a correction must be made in the content of the article it means resetting part or all of the type, and this kills time and costs money. Reading the copy over before it goes to the compositor is the only safe method and is by far the most inexpensive.

Many mistakes are made by the compositor because he does not understand what the writer meant and his interpretation may differ widely from that of the writer. If he thinks that

a certain word should be capitalized and the editor has merely struck over a letter when he wrote the copy, there is a mistake to correct in the proof. All directions for the composition of every piece of copy should be marked on the copy, and all marks that are necessary for the reading of copy should be put in before the compositor starts setting.

Importance of Legible Copy.—The linotype operator in a country newspaper office gets more kinds of copy in a week that he has keys on the keyboard. There is some that is neatly typewritten, which is easily set up. Then there is some that is written in longhand on any scrap of paper that happened to be handy. There are long sheets and short sheets, scraps, colored paper and white, stiff paper and some that will not stay on the paper holder without being reinforced. Some of the copy that he gets must be deciphered before he can set it. It is no wonder that he doesn't set up as much type in a day as the editor thinks he should; it is mostly the editor's fault.

Copy should be typewritten on standard-size copy paper, just as it is in the best city daily office in the land. Copy paper is the cheapest thing in the world when the advantages of using it are taken into consideration, and the country shop always has some old print stock that can be used. If there is no old stock it is better to use some good paper than to trust to pieces picked up here and there which will cause trouble somewhere. What is saved by using poor copy paper is lost a thousand times in time and money through the delays it causes.

Typewritten copy is the only thing that should be used for all stories written in the office. If the editor cannot run a typewriter he can learn to run one, and for his own sake should do so. Not every correspondent can have a typewriter, so this material must be handled in longhand. If there is time enough, all of this longhand correspondence may be written over on the typewriter. The time it takes to write it over will be more than made up by the time that the operator can save in setting up good copy. When the typewriter cannot be used the directions for handling longhand copy, given in the chapter on "Country Correspondence," if followed, will make copy readable. This will make the copy understandable, but the composition will still be much slower than from typewritten

sheets. There is some longhand copy that looks as if something had walked across the page and left a series of muddy tracks. When the handwriting is particularly bad, no attempt to fix it up with marks will make it so that it can be understood; it needs rewriting on a typewriter. Generally the editor's handwriting is as bad as anyone's, and if he tries to fix up the copy with pen and ink he only makes it worse. Legible copy is the first essential for speedy composition.

Copy-reading Errors.—The subject of copy-reading is a study in itself, and the student is advised to learn the essentials of it before studying country journalism. The kinds of errors that a copy-reader should look for are the same in country journalism as in city journalism. They are listed below according to the classification made by Professor Grant Milnor Hyde of the Department of Journalism, University of Wisconsin, in his book on *Newspaper Editing*.[1]

A. Errors of Expression
   1. Grammatical errors
   2. Errors in spelling
   3. Errors in punctuation

B. Typographical Style
   1. Capitals
   2. Figures
   3. Punctuation
   4. Quotation marks
   5. Addresses and titles

C. Inaccuracies
   1. Misstatement of fact
   2. Misrepresentation of fact through omission of qualifying facts
   3. Inaccuracy in the use of names (in spelling, initials, or identification)
   4. Carelessness in the handling and copying of figures
   5. Mistakes in dates

D. News Values
   1. Inadequate lead
   2. Failure to begin with the feature of the story
   3. Inadequate summary of long story in the lead
   4. Failure to follow up and explain the feature
   5. Failure to prepare for cutting in make-up
   6. Lack of paragraph unity
   7. Comment and opinion

E. Diction and Style
   1. Use of long sentences and complicated grammar
   2. Use of unemphatic sentence beginnings

[1] See *Newspaper Editing* by G. M. Hyde. (D. Appleton & Co.)

3. Failure to use short, compact paragraphs
4. Use of unemphatic paragraph beginnings
5. Wordiness
6. Use of general rather than concrete, definite words
7. Failure to use bright, vivid expression, especially in verbs
8. Lack of dignity of expression, especially in the use of nicknames, undignified reference, and slang

F. Libelous Statements

System in Handling Copy.—Unless a system is worked out for the handling of copy in the country shop, some stories will go to press without reading and others will be lost entirely. The desk of the average country editor is piled high with all sorts of letters and papers, and a piece of copy placed in that mass of material is likely to be left unnoticed. Some editors have a special desk for their typewriter and news hooks so that they will not get their copy mixed up with their correspondence and business records. When this is possible, it is a good plan. There are some advantages in having the typewriter on the same desk at which the editor takes care of his mail and business, but it may be placed close to this desk and yet not afford so much opportunity for getting things mislaid.

As copy comes in through the mail it can be placed upon the proper hook. Generally there is one for time copy which is used only as needed, and another for correspondence which must be printed in the next issue. The local news is placed on another hook until it is read and sent out to the compositor. There is only one hook on a typesetting machine, and when material is placed on that hook it should be ready for composition.

If the copy is copy-read as it comes in and before it is placed on the hook it will be ready when it is needed. If it is put on the hook and not looked at again until the operator is calling for copy, it will probably never be copy-read, or else will receive a hurried glance and no thorough correction. Make it a point to copy-read all material as soon as it is received. When the mail has all been opened, the copy that came in deserves attention before any new work is attempted.

Local news stories and personal items may be copy-read as soon as they are written. This copy is the kind that cannot be held over, and must be set up as soon as possible. It should, therefore, be ready for the compositor as soon after writing as

possible, and this is the case only when it is copy-read immediately after writing. Time copy is not so important and may be read when the editor has time to do it or when some of it is needed, but it is far more convenient to read time copy before it is needed so that it will be ready. The writers of this copy may have been good writers, but there will be some material in there which the editor does not want in his paper and which will be taken out or changed before the type is printed.

Detecting Free Advertising.—Much of the material that is received through the mail and which is supposed to be news is, in reality, free advertising for the concern that sends it to the publisher. Large concerns have paid publicity men, whose job it is to write stories about their business and to see that these are published in country papers. As long as they succeed in getting copy printed as news, which is really advertising, they will never use paid advertising space. Most of the concerns which put out such material never took an inch of advertising in any country paper, and never will.

The news value that such material has is often great—so great, in fact, that many editors think it very important matter. Instead of copy-reading the stories to see what is news and what is not, they run it as it comes to them, full of advertising. This is poor policy for many reasons, but mainly because the editor is giving away what he should be selling. If these companies get free space once they will expect always to get it and the possibility of any income from that source is lost. Furthermore, the editor is not playing fair with his readers; they expect to read fair news when they look in the news columns and if they find there a mass of propaganda talking up some certain product, they are disappointed and tricked. From every standpoint the use of such material is bad practice.

The stories in this "mail copy" are very well written, and it is sometimes hard for the country editor to tell what part of of it is legitimate news and what part is pure advertising. Separating the gold from the dross is a difficult job. The interests of the community will guide him somewhat in choosing what part of this material he will use. If the community is a farming community the residents will be interested in

farming developments wherever they have occurred. If farm copy is received which talks of a business concern that sells a certain farm implement, the name of the concern can often be cut out in several places without hurting the news value of the copy. If the story keeps calling to the attention of the readers the fact that this wonderful feat was performed by a "Cuttem" binder, it is not giving any new information but is simply using repetition for the sake of advertising. The advertising may be cut out and the news value of the copy not impaired.

Many stories are written so that the first one or two paragraphs are straight news and the free advertising is put in the later paragraphs. When such is the case the first paragraphs, which are free of comment and advertising, can be run and the rest of the story discarded. An example of free advertising for an automobile concern is given below:

BIG CROWDS TO LOCAL GARAGE

New Overland Car Now on Display In Local Automobile Firm's Showroom

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More than 600 persons have visited the Murphy-Anderson garage in the last 36 hours to see the new Overland Whippet which arrived in Two Harbors last week. Gust Anderson, manager of the garage, drove the car up from the Twin Cities and declared that in spite of the fact that the engine was new and tight, he averaged better than 28 miles to the gallon of gasoline.

Shown here for the first time last week, this European type of car, adapted to American driving conditions, has elicited an interest which is already reaching record-breaking heights.

If the consensus of opinion of many of the leading transportation engineers is to be taken as a criterion, a new type of motor has come into existence in the Whippet and one which marks one of the epoch-making achievements of the entire automobile industry.

Some of the outstanding points of the machine are its capacity for slow driving,

> quick acceleration, hill climbing, quick stopping, riding comfort, easily handled in traffic and the mileage it achieves on a small amount of gasoline.

Large concerns often give their local agents publicity copy which they are instructed to get printed in the local paper. There is never any appropriation made for this, and the editor is expected to run the story for its news value. Free advertising is free advertising whether it comes through the mail or from a local man who represents a distant company, and if the material is printed it should be paid for by the one who inserts it. Whenever the story has local news value enough to make it interesting and informative for country readers, it may be run as a regular news story. For instance, the local dealer for "Swifter" automobiles comes in with about three-fourths of a column on the new model car that is now on the market. Very little of this story is news, only that part of it in fact which tells what are the characteristics of the new car. The many *exaggerated statements,* the *comment,* the *puffs* and *compliments,* are not news but advertising. Now suppose that this same agent received an order for several of these cars from some local man. This fact would be good news for local readers and the story of the sale, with all the details, would be printed. The second story would be good advertising for the company but it would have news value enough to be printed as a news story.

There is no infallible way of telling whether a certain story should or should not be run. The editor will learn to be on the watch for the man who is constantly trying to get himself and his business affairs before the public, and he will make this man understand distinctly that his paper has no room for free advertising. Unless the stories have something of vital concern locally, they are not good news for the country paper. *Repetition of a company name, frequent compliments, exaggerated statements, subtle references to the worth of a certain thing, statements that are so all-inclusive as to be ridiculous, repetition of a certain fact or facts in connection with the subject of the news,* are all to be found in the free advertising story.

Making the Most of Publicity Stuff.—When these stories which are full of free advertising are copy-read the editor will

find much in them that he could use if it were separated from the propaganda. If directions accompanying the story say that it must be run as it is, he will have nothing to do but throw it in the waste-paper basket. If any or all of it may be used, he may be able to strike out the faulty statements and the material that would have no interest for local readers, leaving only that which is good local news.

Perhaps the worst pest that the country editor has is the local man who is constantly handing in items about his business which are pure advertising. He expects to have them published because he is a local man and because the parties mentioned live in the community. The only safe method of dealing with such persons is to have them understand from the start that the editor is the judge of what goes into his paper. If the contributor is willing to let the editor copy-read his items and leave out the advertising, all right; if he isn't willing to have that done, the paper will get along very well without his items. When a man makes a small purchase such as thousands of other people make, it is not news. Items reading something like, "John Brown bought a new battery for his radio the first of the week from Bunn's Electrical Shop," belong in the column for reader advertising.

PROOFREADING

Importance of Proofreading.—Proofreading in most shops is done because it has to be done and not because anyone gets any pleasure out of doing it. It is a job that seems to accomplish nothing and so it is done half-heartedly and poorly. There are few issues of country papers that are not full of mistakes that should have been corrected in the proof, and these mistakes loom up large and noticeable in the printed paper. Those who understand the printing and publishing business know that there are thousands of chances for error in one galley of type, but the public expects the paper to be printed without mistakes just the same, and as far as this is possible the editor tries to do it.

In most small shops there is no regular proofreader, and anybody and everybody who has a minute to spare reads proof. Since the editor is responsible for all that goes into his paper,

he should see that the proofreading is well done. The best method is, of course, to read the proof himself; but this cannot always be done, for he has too many other things to look after. If he cannot do it, he can at least see that it is done properly by some other member of the force. Proofreading is slow work and demands close attention to the matter being read. When a galley has to go to the make-up man in a hurry it is often not proofread at all, or only glanced over hurriedly. Every line of type that goes into the paper should be corrected if the editor expects to put out a paper worth reading. One typographical mistake in a man's name will make an enemy of that man and will lessen the readers' respect for the paper.

Reading proof by reading the lines of type is a poor method that never should be used. Very often when the man who sets up the type is also the proofreader, he does not stop to pull a proof but simply looks over the lines of type and tries to detect the errors in it. It is difficult to read type accurately, even for the man who makes a practice of it, and he can seldom get all of the mistakes in this way. It takes only a minute to pull a proof, and this can be read much faster and more accurately than slugs or type. The average reader makes no allowance and he notices a typographical error quicker than an error of content.

Reading Proof with Copy.—Every piece of news and advertising that goes into the city paper is read with copy, but this is not true of country shops. The editor feels that he does not need to use copy for much of the news material because he wrote it himself and knows what he wants in it. This is to a great extent true, but the many mistakes that appear every week bear witness to the fact that copy should have been used. Generally the only proofreading that is done with copy is on the legal advertising matter; the news is read in galley proof without copy. It is not necessary to use copy on all proof in the country shops when the material is unimportant and the editor or whoever reads the proof is familiar with the matter it contains. The local news items are of great enough importance to be read with copy for there will always be some names in them with which the editor is not familiar.

All material that is sent in from some outside source should be read with copy, for otherwise the editor never knows when

a mistake is made. The country correspondence is often considered of little importance but unless the proofreader knows all of the people mentioned in the correspondence, he should use the copy to verify names and facts. All contributed news stories should be read with copy because the matter will be news to the editor as well as to the readers. Contributors watch their own material closely and if it is full of mistakes they will not send in any more.

Material taken from exchanges and other publications should be proofread with copy because the material is unfamiliar. If a fellow editor has been quoted wrongly, he will have little respect for you, and if you get the news facts wrong you are putting the paper from which you took the news in an unfair light. It pays to be accurate, and clipped material of all kinds should be just as accurate as that written in the office. Stories and editorials which are secured from some service must be watched closely because the thought may not run as the editor thinks it should.

Country editors as well as their readers will welcome the day when every office can have a proofreader who makes that his particular business. The matter of making both ends meet is now too great to suggest that another member be added to the staff for this work, but it is to be hoped that every office will have a proofreader in the future. Until this dream is a reality the editor will have to take as much pains as he can to see that his paper is free from errors that should be corrected in the proof.

Little Mistakes with Unpleasant Consequences.—The inconvenience that can be caused a man when a country newspaper carries a misstatement about him is shown by the following story. This is an error that could have been detected before the paper went to press. Poor copy-reading and proofreading in country shops are responsible for many such errors.

MOORE VICTIM OF ERROR

A recent typographical error made it appear that the Republican congressional committee sent nine thousand dollars in the recent campaign to Representative C. Ellis Moore, to assist him in his fight for reelection in the Fifteenth Ohio Dis-

> trict. The amount which, it appeared, had been given, was considerably more than the law permits a congressman to receive or expend in his campaign and newspapers of opposite political faith, seeing a chance to poke the congressman a bit, have been freely commenting on the "enormous fund" used to keep him on the political map.
>
> The sportive inclinations of these partisan journals will receive a setback, however, when it becomes known that the original report, crediting Mr. Moore with receiving nine thousand dollars, added one extra and superfluous cipher to the contributions sent to him by the congressional committee and that the actual amount was nine hundred dollars, instead of nine thousand dollars. He received five hundred dollars from the committee in October and four hundred dollars in November. The only other contribution to his candidacy was one of fifty dollars sent to him by Claud Miller of Toledo last October. His expenditures were $1,153.21. Mr. Moore adds to his statement the following:
>
> "No promise or pledge has been made by me or by anyone for me with my knowledge and consent."

The Use of Standard Proof Marks.—The proofreader's marks that are used in city newspaper offices and in book publishing plants can be secured with little difficulty. Very often these are not the marks used in the country office. The editor has a system all his own, and he gets along very well with it when the man who makes corrections understands his method. If standard proof marks are used, much difficulty will be avoided and much time saved. These marks are as simple to use as any homemade set and have the advantage of being understood by any good printer or journalist. Every time the operator has to run into the front office to ask the editor what some mark means, the paper is put that much behind schedule.

Drawing lines from the correction to the place in the proof that the correction is to be made is quite a common method in reading galley proof, and is not necessarily poor form. When the proof is not too full of mistakes the eye of the operator can more readily be drawn to the mistakes by the use of lines. When the proof is very dirty the lines running all over the

page serve only to mix up the operator. Proof of news stories will seldom be so full of errors that the line system cannot be used. When it is, the operator either does not know his business or is working with a machine that needs repairing. Either condition can be remedied and clean proof cannot be expected until things are working in good order.

Catching Copy Errors in Proofreading.—When the editor is familiar with the matter in a certain proof, he can often detect and remedy many errors that are not strictly typographical errors. *No one advocates that this method of copy-reading should be used,* however, for it is a very clumsy method. What the editor should watch in proofreading is that he gets all of the errors that he has missed before. It would be far better if these errors were corrected in the copy before the type was set. Every time it is necessary to cross out whole lines and change the thought, the paragraph and sometimes the whole article must be set over. If the errors had been corrected in the copy as they should have been, all of this reset time would have been saved. But if they aren't all corrected in the copy, they should by all means not escape the eye of the proofreader. In city shops the proofreader is not allowed to change anything in the copy, but this is because he does not write the copy and so knows nothing of what should be in it. If some one who has not written the story reads the proof in the country shop, he should consult the editor before making changes in the content of the material.

How Many Proofs Are Needed?—Except on job work, many country shops never use a revise. This is partly due to the fact that the staff is too busy to take the time necessary to read a second proof, and partly due to the fact that most editors imagine they are better proofreaders than they actually are. Many mistakes are made when the operator sets up corrections and these will appear in the printed sheet just as the original errors do if they are not corrected. One method to avoid these mistakes is to proof and read the corrections by themselves before the slugs are put into the galleys of type. This does not take as long as reading a second proof and will do away with many of the mistakes. Hand-set material must be read a second time if all of the errors are to be caught, because proofing of corrections by themselves is impossible.

Use of the Page Proof.—If no revise of the type is read before it is put into the forms, the only hope of catching the last mistakes is to read thoroughly the page proof, to check up on everything before the paper goes to press. There are enough chances for slips in the country shop to make the page proof of great importance. If possible, the editor may go over the entire paper before it is published. If there is not time for this, there must be time to go over the pages of greatest importance; that is, the pages with the local news and advertising on them. The plate material and the ready-prints will, of course, not require reading, but they may be inspected to see that they are printing in their right order and are printing up well.

After the forms are put on the press, an impression can be taken and this read over before the papers are run. Many mistakes that did not appear in the other proofs will loom up when the entire paper is looked over. Some of the most evident errors are not noticed until the association of one story with another makes them stand out plainly. If there are five men working in the office each of them is likely to catch errors before the paper is printed. It can do no harm to give the back-shop workers a chance to look over the paper, and very often they will catch errors that the editorial workers fail to see.

HEADLINES

History of the Country Newspaper Headline.—The history of the headline in country newspapers for the past fifty years follows closely the history of headlines in the city dailies. When it was a common practice for the country weekly to ape the city daily in matters of news presentation and content, the headlines were small in all papers. An examination of the files of a weekly for the year 1888 or any time in the last decade of the nineteenth century will show that most of the heads were single line, single deck heads set in small type, 6, 8, or 10 point. Very rarely was a head set in type larger than pica, and this size was reserved for stories of the utmost importance. Heads started to become larger with the American Civil War, but country newspapers followed somewhat behind the city

papers in increasing the size of type used and the number of decks in the head. The files of country papers for the first decade of the twentieth century show larger headlines and more stories given heads. Although most country papers today do not use heads as large or as black as the city dailies, nevertheless, there are some country weeklies that have begun to look like metropolitan productions, so large and noticeable are the headlines that they use. The weekly paper that is published by a concern which also publishes a daily is a very pronounced example of the use of heads far too large for a country paper. Some misguided country editors take pride in showing that their publications mimic the appearance of the city papers.

Purpose of the Headline.—Headlines are large in city papers, due to the necessity of getting the eye of the man who buys his paper on the street, since street sales are one of the most important sources of revenue for the city papers. They must make the paper appear to be full of news in order to attract the reader. The advent of what are today known as "sensational" newspapers has made the more conservative ones modify their style of make-up and begin to use larger heads to combat competition. There are still some large daily papers that stick to conservative heads, but they are few.

Competition in street sales does not affect the country paper because there are no street sales in most country towns. The editor does not have to put out a paper that will sell on the street because most of his circulation revenue comes in from subscriptions. The very few individual copies that are sold are sold in the office, and the money from these would hardly buy a pound of good ink each year. For this reason the country paper does not need as large headlines as does the city daily. There is no necessity for the display which will attract the passer-by.

What the Headline Should Do.—There are other purposes for headlines besides that of attracting customers who buy their papers on the street, and many of these purposes are the same for the country paper as for the city paper. These purposes will be considered separately and, wherever possible, their application to the country newspaper will be indicated.

1. *The Headline Summarizes the Story.*—The headline tells

the reader at a glance just what the story is about, so that if it concerns something in which he is not interested he may pass by that story and go on to something that he wants to read. This purpose is the same in country papers as in others, with the exception that here most of the stories will be read because of the reader's interest in the community at large. Making the headline a summary of the story is mainly for the purpose of enabling the country reader to find what he is most interested in first. After he has read that, he will most likely go on and read the rest of the paper. Nevertheless, the head which summarizes the story is best, for it classifies news so that the persons for whom it was intended are most likely to see and read it.

2. *The Headline Advertises the Story.*—This is not so necessary in a country paper, because the readers generally have enough time to read all of it without choosing between two or more stories. The headlines in the country paper should advertise the story only enough to make sure that everyone who is looking for that story will be able to find it. There is no need for the headline to shout out the news in an attempt to attract readers away from other stories.

3. *The Headline Measures the Importance of the Story.*—When a reader has only a few minutes in which to read his newspaper, he must choose his stories. Usually he wants to read only the more important ones, taking the chance that he will not miss much by omitting the others. It would be wrong to say that the country paper should not follow city practice to some extent in this matter. Stories are of a certain importance, depending upon the amount and content of the news, and to put a large head on an unimportant story would be wasting space. The biggest piece of news that has happened since the paper was last published will always carry the biggest head, and the other stories will have headlines in proportion. There is this difference in the country paper, however, that the story of *most local importance* should be given the biggest head. The death of the United States Secretary of State is not the biggest story of the week for the country paper if the town's most prominent citizen has died that week. The story of the local citizen's death will be read with more interest than

the news about the national figure, and so deserves the most display.

Qualities of the Good Headline

The Headline Presents the Newsy Feature.—In every story there will be something of greater news value than anything else in the story. That thing is the "feature" of the story and is the thing in which most of the readers will be particularly interested. In determining the feature of a story for a country newspaper the interests and activities of the members of the community must be kept in mind. The headline on a story in a country paper should give the feature of the story just as the city papers do, but the headline writer must be sure that the thing of greatest local interest is made the feature rather than the most unusual circumstance.

The Headline Should Be Easy to Grasp.—This holds true in country journalism as well as city journalism, not because the readers must get the story in a hurry but because they should be given a clear understanding of what the story contains. Country readers have time to read, but no time to devote to figuring out the meaning of incomplete, incorrect headlines.

The Headline Should Be Complete in Itself.—Country newspaper headlines are often lacking in some of the important facts; facts that are to be learned only by reading the entire story. The reason that we have headlines is that they assist the stories. If they are not complete they are taking unfair advantage of the reader, tricking him into wasting time figuring them out or in reading the story to solve the headline.

There Should Be a Verb in Each Deck.—Since the purpose of having a verb in each deck of the headline is partly to make the headline and the news more interesting, the headline in the country paper is also better if each deck has a verb. Verbs expressing action are best, since every person's interest is greater in current events. The verb in the passive voice tends to make the reader think that the news is stale.

Definite Statements Are Best.—The good headline, no matter in what paper it appears, tells the reader something definite about the news. It tells him exactly what is in the news story, not what general subject the story embraces. Vague, general

statements are space wasters and make a headline look like a label. The most definite statement that the headline can make in the country paper is the identity of the person who is the subject of the news. For this reason many headlines in country papers have the name of the local person figuring in the story in the top deck. Since names are the greatest attention-getters in the small community, the headline which features a name is most valuable.

Determining the Size of Headline Type.—It will be seen from the foregoing discussion that many of the reasons for having *large* headlines are lacking in country journalism. There is no necessity for having type so large that it glares at the reader. Sensationalism, that is, trying to make news appear bigger than it is, has no place in the good country paper so the type chosen for headlines should not be exceptionally large. The headline type should be large enough to enable the reader to distinguish readily between stories and to tell which stories are of the most local importance. If this is possible, the type used is large enough.

For all purposes in country journalism, a 24-point headline is large enough for the important stories of the average week. There may be times when a size or two larger is needed, but these times are as rare as the proverbial hen's teeth. If the town should burn completely to the ground the country paper might devote most of the front page to headlines, as some city papers do, but the chances are there would be no newspaper then. Very rarely is a size of type larger than 24-point needed for the first deck of the main heads. Other headlines should be in proportion to the largest one. Stories of secondary importance may have a top deck set in 18-point, or 14-point type, and smaller stories will probably have a one-deck head in pica type or ordinary linotype 7 or 8 point.

Determining the Number of Decks.—Some city papers use a method of displaying the headline down the column rather than across the page. This gives the paper a more conservative appearance. In the country paper only a few lower decks will be needed. There should be enough decks so that the whole story may be summarized in them; usually two lower decks will be sufficient. Stories of secondary importance may well get a head with only two decks in it, the top deck and one

smaller one. The form that these decks shall take will largely be determined by the editor's preference, but the size type that they are set in should be somewhat smaller than that of the top deck. If the first deck is set in 24-point type the lower decks may be set respectively in 18 and 12 point or even smaller. Some of the best country papers never use anything but bold-face linotype capitals for the lower decks.

The type sizes should be so chosen that there will be a gradual shading into the reading matter. If a bold type is used for the top deck, a larger-sized type will be needed in the lower decks than if a lighter type were used for the first one. The attempt should be to take the eye of the reader from one size of type to the next, and so on until he comes to the reading matter, without letting him realize that a change of any consequence in type size has been made. If large type is placed next to reading matter, it gives the page the appearance of being set in very small body type, and it appears hard to read.

Making a Headline Schedule.—Every shop has some kind of headline schedule for convenience and to secure a uniform front page. In making such a schedule the editor keeps in mind the uses that he will have for various kinds of heads. There is no necessity for the country shop to use many different kinds of heads, since the types of news stories that are presented each week will remain about the same. Once in a while there will be some feature material that will require a head different from the ordinary news stories, but a special head can be set for this. Three sizes of heads will take care of most of the regular news stories. If there is one 24-point head for the main stories, one 14-point head for those of secondary importance, and one regular linotype capitals head for the small stories, these will be found sufficient. The average country editor has not time in which to write heads of many different counts, and it will reduce his work a great deal if he has a very simple head schedule.

Write Out the Copy.—When a good schedule is once made, it should be held to every week thereafter until the schedule is changed. If there is a certain count for a headline the count should never be less or more, even if the editor *is* sometimes

able to go out to the case and squeeze in an extra letter or two. The matter of writing headlines not only affects the convenience of the editor but it also affects the appearance of the front page. If the writer had not seen so many headlines made up at the case, he would perhaps have more faith in the country editor as a headline writer. Too little attention is given to the preparation of the copy for headlines before they are set. In those shops where the editor himself sets most of the main heads he usually does not write them at all but simply sets them up as he thinks of them. If one word won't fit, another one will, with the result that when the head is set it is a hodge-podge of words with little sense to it and often with a violated word count. These violations show up plainly on the printed page but look less offensive in type. If the editor intends to set his headlines he will find it much better to write copy for them before he sets them, since in this way he can get the right number of units in the line and preserve the thought. It is much easier to think out a headline on paper than in type; the erasures are not so hard to make.

Guessing at the Count.—The matter of guessing at the number of units that will go in a line is another thing that should be barred from the country office. There are editors who do not try to set their own headlines, but who write them by guess. If they are good guessers, the heads may come to the right count; if they can't guess so well the heads show it. These editors do not count out the letters because they feel that they haven't time to do it. When a man has had many years' experience estimating types and type measurements he can come close with a guess, but guesses are not reliable. The little time that it takes to write the few lines needed for a country paper should be an argument for getting them all perfect. As it is, they are often much worse than those written by men who have hundreds to write in one working day.

When to Write Headlines.—The biggest reason for the poor headlines found today in many country papers is that this end of the publishing, that is, the headline display, is left until the last. No one thinks of setting up any of the larger heads until the make-up man is ready for them, and then they must come with a rush. Many of them could just as well

have been written and set up much earlier, and then they would have been ready when they were needed.

If the editor would make a practice of writing the head for a story when he sends the copy out to the compositor, he would have better results. He is not nearly so rushed when he gets the copy in, as he is on press day when the heads are needed. Headlines on all of the stories of minor importance should also go out with the copy. This is easily done, for only a few words are necessary on such stories. As the stories come in to a city newspaper office, the man who is in charge of make-up decides where he will put them and what heads they will carry. The country editor can do this much easier than the city man, for there is little possibility of a news break in the country so large that it would make it necessary to change the make-up of the page. In no case, perhaps, would he ever have to change the size of a headline.

Headline Content.—Without stopping to consider the essentials of headline writing, which the student should be familiar with before studying country journalism, we may discuss the content of the headline in the community paper. Since the country paper is not sold on the street, there is no need for the headlines to be sensational, in the sense that they play up the startling facts in the news. Yet they should have in them the facts of the story which are most likely to be interesting to local readers. If the story has been well written the head will follow the story, having in the first deck the thing of most importance and in the following decks the less important facts.

Since names are so important in the country paper, the headlines will very often have the name of some person in the community as a prominent part of them. Nothing pleases a country reader so much as to see his name in the headlines and his friends are also pleased with the recognition given him. Whenever a name can be made a part of the head it is well to make it so. One of the things that should *not* be in the head is a vague statement which means nothing to the local reader. If John Jones has done something worth telling about, it is much more striking to say in the headline that "John Jones Makes Discovery," than it is to say "Well-known Man Makes Discovery." The well-known man might refer to some

person entirely outside the community, and the interest of the local readers would then be much less.

It is sometimes impossible to put the name of a local man in the headline because of the length of the name. When the name will not fit in the headline, the next best feature to play up is the local importance of the story. Various methods are used in playing up the local feature in the headline, but perhaps the most used word is "local." When this word is used in only a few heads it is good, but it is one of the most overworked words in the headlines of country papers. It is short and says what is wanted but there are other ways of saying the same thing.

The name of the town in which the paper is located, or of the community from which the news comes, can often be profitably used in the headlines. It means more to say, "Lewisville Wins from Balsam in Tuesday's Game" to the residents of those towns than it does to say, "Tuesday's Baseball Game Won By Locals." This use of the town name is also subject to abuse, and it is not seldom that one can find it used in a dozen or more headlines in one issue of a country paper. The best features become the least effective if overworked. The following example shows the use of a man's name and the name of the town in the same deck. It is a very good headline for a country paper.

HANGARTNER OPENS NEW
BEAVER BAY GARAGE

The name of local business places can well be featured in the headline when the story concerns some institution. It means little to readers of the country paper to see that "Grocery Business Sells at $5,000.00" but they are immediately interested if they read that "Johnson Sells Grocery for $5,000.00." The point of perfection is the making of every head so full of local interest that readers will be drawn to the story and will understand what the story is about.

Making Heads Complete.—If the headline does not give the reader an understandable fact it has not served its purpose, and many of the headlines found in country papers do not state a fact completely. It is not enough to give two or three words which have something to do with the story, but these

words must be so tied together that their relation to one another can be readily grasped. In the example given below, no one would know what was meant unless he went on and read part of the story. A better head for that story would have been one which told of the withdrawal of candidates which left two tickets with two candidates each. Not all of this can be put in the top deck, but whatever is used there should express a complete thought.

Two Tickets School Race

Another method of making headlines when words do not count out right, is the one of leaving out the subject of the news. When such a head is met the reader knows that something will take place sometime but he does not know what it is. In the example given below no one would know what the event was going to be that was to take place in Hibbing, August 16. Omitting the subject of the news and starting the head with the verb leads to unclear and incomplete headlines. The subject of the news is the most important part of the headline and it should come before the verb.

WILL BE HELD IN HIBBING AUGUST 16

Proper Punctuation of Headlines.—When more than one thought is included in a single deck, there must be proper punctuation between the two thoughts. Any mark which makes a break in a thought will not do, as the accompanying example will show. If a semicolon is not used between the two thoughts the reader gets the impression that there is a mistake in grammar. Always separate two complete thoughts that appear in the same deck and you will avoid the appearance of incorrect grammatical statements.

Italy Having Much Rain, Less Sunny

It is many years since the practice of using a mark of punctuation at the end of a headline went out of date, but some editors still persist in doing it. The period is for use where a complete stop is wanted, and this is not the case at the end of any deck of a headline. The purpose of the headline is to lead the reader into the reading matter and so a complete pause is not wanted. No punctuation at the end of the first deck is the best policy and there is really no necessity for any at the end of any deck. The punctuation at the end adds nothing to the appearance of the head.

Old Settlers Next Thursday.

It is quite a common practice with some editors to split words at the end of a line in the headline and to run the rest of the word in the second line. This is a poor practice, because it makes the reader jump from one line to the other to get the thought of the headline, and because it destroys the unity of each line. It is never necessary to split words in headlines if a little time is taken to try different combinations. The appearance of the headline is spoiled by one divided word and the thought is broken. These two reasons should be sufficient for avoiding the division of words in headlines.

CITY WATER WORKS OPERATES AT LOWER COST

The dash is made to serve a multitude of purposes in the headlines in country papers and it is often used where some other mark belongs. The dash may be used to separate two independent thoughts only when one is an unexpected change from the other. If the thoughts have a close connection the semicolon is the proper mark to use.

JOHNSON HAS GOOD HUNTING—
BUT IT IS FOR LOST GUN

This is a right use of the dash.

ELECTION WILL BE CONTESTED—
NEW VOTE COUNT

This is the wrong use of the dash.

If the editor will remember the rules for the uses of marks of punctuation and will apply them in writing headlines, he will have no difficulty. The rules are the same for headlines as for text matter with very few exceptions. In general, the fewer marks of punctuation it is necessary to use in headlines, the better they will be.

CHAPTER XVI

Make-up

The Purpose of Make-up.—An orderly arrangement is more pleasing to the human eye than is a mass of elements with no design. We like to see the lawn trimmed or the yard cleaned because it presents an appearance of order, and for the same reason we would rather buy our groceries from a merchant who keeps his shelves neat and the floor clean. Readers of a newspaper look for the same elements of neatness and tidyness in a newspaper that they like to see in other business enterprises. If the paper is just a mass of material thrown together without planning, the readers think that it is not run on sound business principles and so cannot be believed or relied upon to print facts. The psychology of presenting to the eye a well-arranged newspaper is a consideration as important as choosing the material that goes into the columns of the newspaper itself. He who does not take advantage of the impression that can be created by a good physical appearance is starting his paper out with a serious handicap.

Make-up is needed not only to influence readers in the right direction but it is useful also in helping to display the contents of the paper. It would do little good to have a banner story on some extra-important event if that story were placed on the back page or on an inside page, wherever it happened to fit. The whole psychology of the business of making newspapers is against such practice. We tell the advertiser that he must not only have good products to sell, but he must tell the world about them and show them off to the best advantage. How much more important is it for the newspaperman to show the world the good features of his paper! To some extent the publisher must be an expert showman; he must know what his best drawing cards are and where to place them to secure best results. He must further be able to combine all of his attrac-

tions into one big show which is placed before the public in the form of a printed sheet. Content is important; good make-up is indispensable.

Principles of Good Make-up.—The best make-up is that which presents the most pleasing appearance to the reader, the arrangement which will make him want to read the paper every time it is published. If the reader is not pleased there is little need to think of the advertisers—there won't be any. To take mechanical things such as typographical materials and arrange them so that they are pleasing to the eye is a task for an artist. It takes artistic skill, and most country editors are not natural-born artists. These typographical materials, if they are to be arranged artistically, must be placed so they will form artistic combinations. The principles of art apply with rigid force to all printing and they must be considered in making up a paper.

Balance.—This is the first principle. Nature is governed by this principle from the tiniest plant or animal to the largest. We think a tree is queer looking if it has no branches on one side; an animal with legs only on one side is very odd; it ought to have them on both to maintain its balance. The human body, plant and animal life, actually everything, is governed by the principle of balance. We ignore balance sometimes but we do not get the best results by doing it. A tree may live with no branches on one side but it is not as healthy as one which grows naturally; an animal may live with some members missing but not as well as it did before.

Balance is one essential of good make-up. A newspaper may live without a balanced make-up, but chances are it will be less pleasing, and usually less successful. There are so few ways in which a pleasing appearance can be secured with typographical materials that one should take advantage of these ways and use them always. Balance is easy to obtain ordinarily in newspaper make-up, much easier than if the materials had to be placed in circles or other geometrical figures. It will do more than any other single factor to give the paper an appearance of orderly arrangement.

The first principle of balance is that equal masses equidistant from a center will offset one another. Unequal masses equidistant from the center will make the whole appear lopsided,

which is not pleasing. It is almost impossible for a make-up man to secure perfect balance or symmetry and, as we shall see later, is not always desirable, but he can make masses appear to balance by placing them approximately the same distance from the center and on opposite sides, if they are equal. He can also secure good balance by placing a small mass farther from the center and opposite a large mass. The greater distance gives the small mass a fulcrum on which to raise the larger one.

Variety.—It seems like a paradox to say that balance is pleasing but that it is also sometimes wearisome. The eye likes to see things in order but it likes to watch the thing which is not in order, to rest itself once in a while by looking at the odd, the different thing. This craving for variety is of advantage to the make-up man, for it gives him leeway in his work which is, at best, a difficult job. He must not ignore the fact that sameness wearies the reader, for if he does he has lost the reader's interest and has given him a bad taste before he begins to read. He can vary the blackness of the page by using headlines of a lighter type. To avoid the appearance of sameness he does not put all of the large headlines together. For the same reason he varies the length of his stories just enough to avoid the appearance of machinelike precision. Making up a paper is not a mechanical job; it is artistic. Art tries to represent the beautiful as it appears; it does not make things even which are uneven, nor those equal which are unequal. The occasional different thing makes regularity appreciated.

Contrast.—A thing of beauty is beautiful only by contrast. A flower is beautiful because of the contrast of colors as well as the blending of shades. We like a nice day better because the night is dark; the blacker the darkness, the brighter the light appears. The make-up man takes advantage of contrast to make his page show up better. If all of the materials of typography were of the same tone the page would be dark and uninteresting, so we have some headlines which have a lighter element than others. An attempt is made in securing a good make-up never to weary the reader with color monotony. After a black headline come decks in lighter type to secure the greatest contrast possible and make both the

light and dark more interesting. A paragraph is sometimes set in bold-face type to make it contrast with the lighter body type of the other stories, but if the whole page were set in bold-face type it would be of little value. Two boxes are not placed side by side because there would be no contrast between them. A box is placed beside material that is in the regular column and is balanced by another box in an opposite column. Contrast is essential to make the page appear readable and interesting.

Proportion.—The newspaper page is longer than it is wide, conforming very closely to the "Golden Section" that is considered most pleasing to the eye. Not only does the page approach the proportions of this section, but everything upon the well-arranged page is as nearly in those proportions as it is possible to make it. A headline that is too long for the width of the column does not give as good an appearance as one which is shorter. It is not always possible to make headlines conform to these proportions, but they should not be too far from them. The bottom half of the page should look like the top half; if the stories are run full length so that they fill the column there is no room for other heads below the fold and the page is less impressive. When stories are cut they are usually cut at a place that will allow another story to be used with a headline that balances in an opposite column.

Proportion governs the dimensions of the cuts and cartoons used on the page. The cut or cartoon that is long and narrow destroys the plan of the page; its proportions are not good. Material that is put in boxes should be short enough to make the length of the box somewhat more than the width.

When news is of such importance that the whole story demands front page space the make-up man can obviously not stop to consider the proportions of the golden section. Expediency must be the first consideration and beauty after that. It would be foolhardy to say that a make-up man must always stick to certain proportions, for material will sometimes not fit into a given space. No cartoon or cut was ever rejected because it happened to be a little too long for its width. All that can be expected of the make-up man in regard to proportion of stories and other materials is that he will try to fit them together so that the most pleasing forms possible are secured.

What "Style of Make-up Shall Be Used.—Choosing the

style of make-up that a country paper shall use must be done before the make-up man can begin his work. Generally the editor himself will decide the make-up policy. The example shown of the weekly that uses many large headlines represents one extreme of weekly newspaper make-up. The heads

1500 ATTEND "PIONEER POINT" BARN DANCE

County Chamber Of Commerce To Hold Banquet Monday Night, August 2

PERMANENT ORGANIZATION TO BE FORMED

Illustrated Pamphlet On County, Now Being Printed, Will Be On Display

MEETING WILL BE AT LOVE POINT HOTEL

All Members Being Urged To Attend As Meeting Is Considered Important.

FOR COUNTY COMMISSIONER

HARVEST SHOWS WHEAT RETURNS ARE VERY BIG

Many Farmers Report Yields That Average Over Forty Bushels To The Acre

WYE NECK FARMER GETS FORTY SIX BUSHELS

General Average For County Will Be Several Bushels Higher Than Last Year.

ORPHANS' COURT CANDIDATE

AFFAIR STAGED FOR FIRE CO. PROVES SUCCESS

Receipts Will Exceed $700—All To Go Toward Purchase Price Of A New Truck

"COW BARN" FILLED TO CAPACITY BY DANCERS.

All Shore Was Represented By Crowd. Event Staged In Unusually Well Ordered Manner.

ONE HURT WHEN AUTOS COLLIDE

Anthony Richardson Had Collar Bone Broken When Cars Smash

PEACH DAY TO BE CELEBRATED FRIDAY, JULY 30

Dr. L. H. Bailey Will Be Chief Speaker At Horticulture Meeting

Eeal Estate Firm Is Formed Here

Farmers Picnic To Be Held August 18

Broken Radius Rod Upsets Truck

Bible School To Close July 30

Penna. Farmers Will Visit County

Mrs. W. R. Copper Dies In Hospital

Wye M. E. Church Special Program

SOCIAL NEWS FROM CHESTER

A Number Of People Motored To Denton Camp Last Sunday

OTHER PERSONAL EVENTS

Critically Ill From Spider Sting

FIRE COMPANY RECEIVES DONATION

Centreville, Maryland, July 15, 1926

The Centreville National Bank of Maryland

PAY TO THE ORDER OF Good Will Fire Dept. Fifty Dollars . . $50.00

E. S. ADKINS & COMPANY.

FRED. P. ADKINS, President

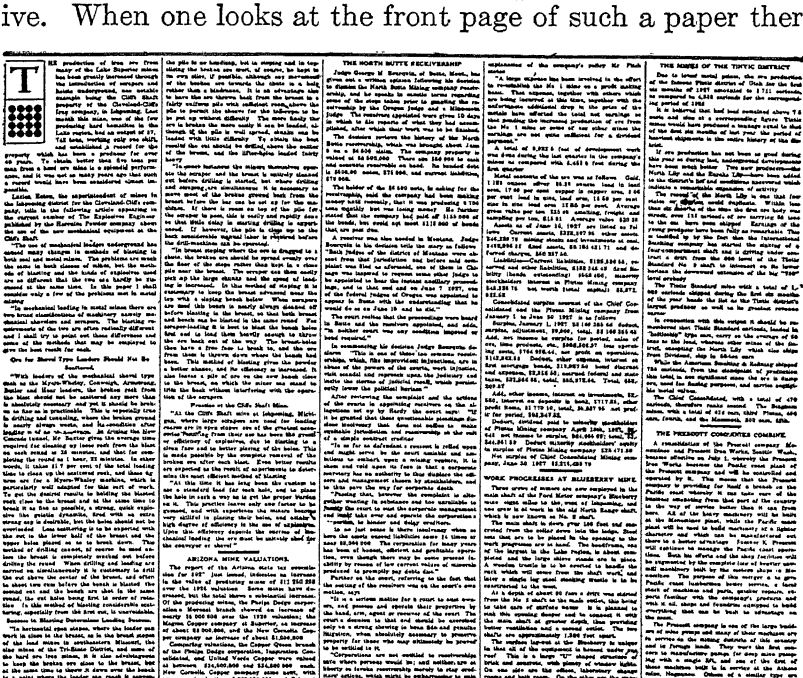
A. L. WILLY, Auditor

NEWS LETTER OF GRAYSONVILLE

are large and there are many of them, a type of make-up that is common among city dailies but is rarely found among weekly papers. Some country dailies pattern after the city dailies to a great extent, but they must depend in part on their street sales and so must attract the eye of the reader. The weekly

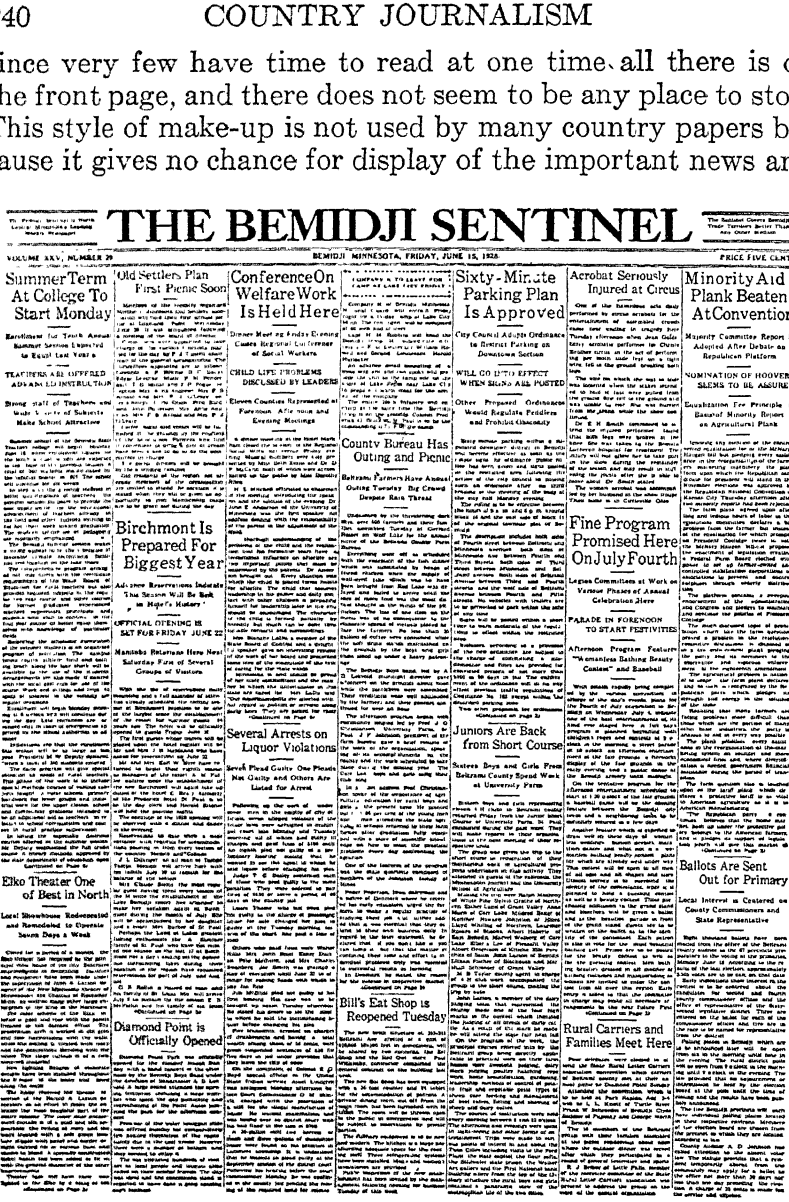
does not have to do this. The use of such a style is a patent attempt to imitate the city dailies and is frowned upon by many country editors.

The other extreme in weekly make-up is the ultraconservative. When one looks at the front page of such a paper there



appears to be no make-up at all. The whole page looks so solid that one could easily think it was one entire article instead of several news stories. This makes the page appear uninviting although it is very neat. Unless there are a few breaks in the reading matter no one will want to attempt any of the stories,

since very few have time to read at one time all there is on the front page, and there does not seem to be any place to stop. This style of make-up is not used by many country papers because it gives no chance for display of the important news and



THE BEMIDJI SENTINEL

BEMIDJI, MINNESOTA, FRIDAY, JUNE 15, 1928

PRICE FIVE CENTS

Summer Term At College To Start Monday

Old Settlers Plan First Picnic Soon

Conference On Welfare Work Is Held Here

Sixty-Minute Parking Plan Is Approved

Acrobat Seriously Injured at Circus

Minority Aid Plank Beaten At Convention

Birchmont Is Prepared For Biggest Year

County Bureau Has Outing and Picnic

Several Arrests on Liquor Violations

Fine Program Promised Here On July Fourth

Juniors Are Back from Short Course

Elko Theater One of Best in North

Diamond Point is Officially Opened

Bill's Eat Shop is Reopened Tuesday

Rural Carriers and Families Meet Here

Ballots Are Sent Out for Primary

An example of well-balanced make-up. This prize-winning paper uses the style of make-up that is neither flashy nor ultraconservative. The headlines are set in capitals and lower-case letters, making them very easy to read.

because it makes the page too dense. The use of the 18-pica column has little to recommend it, especially when such small type is used.

In between the two extremes of make-up mentioned there are many styles which are used by different newspapers. The type of make-up used by most successful weeklies is one in which the stories are given heads in proportion to their importance, and these heads are balanced against one another. The page is made to look neat and well arranged by the placing of headlines and stories in a harmonious way. The heads do not fill the page; they help to make the stories stand out and consequently the page does not appear to be one mass of reading matter but one which looks inviting and easy to read. There are not too many heads for the page and they are not too large for the stories. The larger heads are placed at the top, where the most display is wanted, and the less important stories are placed in the lower half of the page.

The Importance of the Front Page.—The front page of the paper is the one which the reader sees first, and is therefore the most important page of all. If the reader gets a bad impression to begin with, it never leaves him, no matter what good material he may find on the inside pages, nor how well-arranged they may be. The front page has been called the editor's show window, for it is here that he puts the things he most wants the public to see. This show window must be neat and inviting, dignified and readable. To combine all of these elements into the make-up of one page demands that much thought go into the construction of it.

The front page make-up is made more important by the fact that all of the news of greatest importance is placed on this page. Since it is the most important, it should be the best displayed in order that it may be read with the greatest possible interest. The make-up of the front page tells the reader what stories are the biggest, and places them where they will be most convenient for him.

The country reader will pay more attention to the front page than to any other, save perhaps the personal mention columns. Even though the local personal items are of more interest to the individual he does not see them until he has seen several of the other pages of the paper. The local news on the

front page is the first thing that strikes his eye and he looks this over carefully before going further. Some of the other pages may contain matter that is not purely local but the front page will be all of local interest if it is wisely used.

The Choice of a Nameplate.—Generally the man who buys a paper will want to keep the same name that the paper had before he purchased it. If he expects to change the paper's policy, or if for any other reason he feels that the name then used is not a good one, he will have the problem of deciding on a suitable name. Some considerations are worth remembering in choosing a nameplate. The name can be representative of the town or community in which the paper is located. *Iron Ore* and the *Messaba Miner* are names suggestive of the kind of community in which the papers are published. The *Mouse River Farmers Press* is published in a farming community located around the Mouse River.

Long names and names which are hard to pronounce should not be used in a nameplate, simply for the reason that they will cause inconvenience. Also, a long nameplate is not so good looking as a shorter one, and the short one will be much more easily remembered. If the reader cannot pronounce the paper's name he finds it inconvenient to use it. The purpose of a nameplate is to give the paper a personality, to distinguish it from other papers; it should not be thought of as a decoration.

Names which suggest the functions of the newspaper are often used and these have much to recommend them. Names such as *The News, The Clarion, The Reporter, Bugle, Record,* and others which suggest the news function, are good names. Others such as *Advertiser, Market,* and *Enterprise* suggest the advertising function of the paper. These names have the added advantage of being short and easily remembered, but when they are combined with several other words the name is usually too long. *The West Houghton Valley News-Record* is too long to make a good-looking nameplate and to be easily remembered.

Some years ago it was quite a common practice to name newspapers after the various stars and planets. Some of them were called *The Planet,* others *The Star, Moon,* and many

of them today retain the old name *The Sun*. Most of these names have been changed because they are suggestive of nothing in particular, and those that are still used are retained because of tradition.

In summary, the qualities of a good nameplate are brevity, descriptiveness, and ease of pronunciation.

Nameplate Type.—Most papers today, country weeklies as well as city dailies, have changed to Roman type for their nameplates. Roman type is just as beautiful as either script or text when it is properly displayed, and it is much more durable. The papers which still have text-type nameplates have had them many years and do not want to change because of the tradition that has been established. There is some advantage in inculcating into the mind of the reader one certain kind of nameplate, for he will learn to look for that kind. If the paper is a new one, or if it is just being started, nothing will be lost by changing the nameplate type to some kind of Roman.

The masthead, which appears on the editorial page, is usually run in the same kind of type that the nameplate has, in order that the personality of the paper may be preserved. The explanations below the masthead are generally run in ordinary body type a size or so smaller than the regular body type. Uniformity in these two things is of importance in making the reader remember the paper and in securing a uniform style of make-up.

Many nameplates are too large for the size of the page. There is no necessity for devoting a large part of the front page to the nameplate and the date that goes below it. In their zeal to secure something very suggestive of their communities, many editors use large type for the nameplate and surround it with all sorts of figures. The whole has the effect of attracting the eye of the reader to the background rather than to the name itself and to the news in the paper. The purpose of the nameplate is not to attract attention to itself. Heavy backgrounds, even though they be of something associated with the community, are not desirable. The more simple a nameplate is, provided that it is well set and displayed, the more easily will it be remembered.

Choosing the Column Width.—The width of the standard column has changed in the past ten years so that no one dares say what the standard column width should be. Some city papers are using the 12-pica column, some the 12½-pica, and others the old-time 13-pica column. Country weeklies usually are printed in small shops where the typographical materials are for a 13-pica column.

Some editors have tried to give their front page a different appearance by using an 18-pica column instead of the old width, claiming as advantages for this column that it makes the front page look more dignified and conservative and will thus impress the readers more. There is something in the argument that it does make the paper appear dignified and conservative, but there are many disadvantages in using such a column width, and these more than offset the advantages. In the first place, the change may necessitate much new typographical equipment such as leads, slugs, etc. Then since most cuts and cartoons are put out for the regular 13-pica column, all of these aids to publishing will either have to be ordered especially for that paper or run in a column that is too big for them. If the standard 13-pica column is used, none of this bother is necessary.

The wide column is less satisfactory for the front page also because it makes the length of line too great for the size of type used. In order to save space, the same size of body type is used that was formerly used with the narrower column. This means that the eye of the reader must make several jumps in reading a line, a maneuver which tires the reader. If larger type is used the appearance of the page is better, but much less material can be put in a given length of line. All in all, the standard 13-pica column has been found to be the most convenient for the country paper.

Advertising on the Front Page.—The question of having advertising on the front page has been discussed for many years and has never been settled. Some editors believe advertising to be a good feature for the front page, arguing that there is generally not enough news in the country town to fill the page and that the good space had better be sold at a high price than filled with non-local news. It is well to keep non-local news off the front page, but whether it is a good idea to sell

An example follows of a front page loaded with advertising. There is barely enough reading matter on the page to prove that it is part of a newspaper. The impression created on the reader by such a page is not a good one, and in reality makes the advertising of less value than that upon inside pages. This is the "pitchfork" style of make-up.

Safford's Diamonds
J. F. Safford & Son
Rochester, N. H.
Blueberry Pies Like Mother Makes
IT'S AS GOOD AS M. & M. BREAD
GET THE BEST—SAY:
M. & M. Bread
JUDGE REMICK FILES AS REPUBLICAN CANDIDATE
COUNCIL VOTES TO REMOVE LAWN ON CENTRAL SQUARE ABOUT STATUE
CONTENTS OF THIS ISSUE.
In Every Kitchen Strattons Flour Made in New Hampshire
Help Wanted
Save Your Eyes
SEE
Dr. A. B. CANNEY
FOR RENT
DR. F. S. GRAY
A Virtue of Necessity
SEE DAVIS
F. S. Gray
OPTOMETRIST
and
OPTICIAN
Rochester, N. H.
Windstorm Insurance
Within the week New Hampshire has been visited by two destructive Windstorms, causing a loss to property owners of hundreds of thousands of dollars.
Those who escaped have no assurance of future safety
No Place Is Immune from a Windstorm
Roofs blown off, toppling chimneys, uprooted trees, falling on and crushing buildings, and other evidences of wind damage are common occurrences.
They cannot be Predicted or Prevented
Financial loss may be avoided by Windstorm Insurance—Policies are extremely moderate in cost—The protection secured is essential in Property owners.
CONSULT US FOR RATES AND COVERAGE
Kimball & Allen
INSURANCE—SERVICE
Rochester, New Hampshire
But suppose Fire should interrupt.
DR. E. M. ABBOTT.
Physician and Surgeon
Phone that Order To P. F. CASEY
382-W
Wilbur T. Lunt, D. M. D.
DENTIST
McDuffee Block
Specializing in Artificial Teeth
Crown and Bridge Work
Auctioneer
ABBOTT O. BEAD
Notary Public
Centre Strafford, N. H.
Tel. Barrington, 14-3.
THE FIRST CHURCH
CONGREGATIONAL
This Church will be closed
through the month of August.
CHARGED WITH FORGERY.
Chesley Wiley Arrested Here and Turned Over to Boston Police.
FOR GOVERNOR
HUNTLEY N. SPAULDING
PRIMARIES, SEPT. 7
FOR COUNCILOR
DR. GUY E. CHESLEY
of Rochester
MY OPTICAL WORK
is backed by the experience of many years. Your eyes are most valuable. Do the best, together with my quick service, in case of broken glasses.
ALL KINDS OF JUNK
2-FAMILY HOUSE
Apartment To Rent
Save Your Eyes
SEE
Dr. A. B. CANNEY
Optometrist and Optician
Public Notary. Bank Building
Rochester, N. H.
Get Wedding Invitations At the Courier Office.
Get All Your Small Printing At the Courier Office.
TO SEE
A Virtue of Necessity
SEE DAVIS
People's Building and Loan Association
Will issue NEW STOCK as of Sept. 15, 1925, for which orders are now being taken.
6% dividends are being credited to all shareholders, and compounded annually. One to fifty shares of stock may be purchased by any one person. Payments, one dollar per share per month. Stock matures within twelve years at $200.00 per share, plus a pro rata share of the surplus.
Office, Rooms 10-11, Dodge Building, Central Square, Rochester, N. H.

space on this page to advertisers is debatable. Most of those who do sell front-page space get a much higher rate for it than they do for the inside pages; this is the main reason that they sell the space. Some advertisers have had space on the front page so long that they would cause considerable trouble if it were denied them. They insist upon front-page space or none at all, and the editor is afraid to refuse them or ask that they put their advertisements elsewhere for fear of losing the business. So the advertising stays on the front page.

There can be no argument concerning what kind of front page is the better looking; any advertising spoils the appearance of the page and gives it a billboard effect. Seldom do the front page advertisements balance, and when they are thrown together without any planning they give the page what is known as the "hit-and-miss" or "pitchfork" appearance. Even if two of exactly the same size are put on opposite sides of the front page, they still appear incongruous with the other material. If many are run on the front page, it takes on the appearance of being all advertising.

The Front Page Is a News Page.—The reader expects to find the front page devoted to live local news and lots of it. He buys the paper first of all because it is a newspaper, not because it serves as an advertising medium, and no matter how good the advertisements nor how well set and displayed they may be, the reader will not like to read them as well as live news stories. If the common practice in the United States were for newspapers to have advertising on the front page, readers would expect it, but this is not the case. The same man who reads the country paper, in all probability reads one or more city papers, and he is certain to come in contact with many papers large and small which have front pages packed with the latest news; they do not have to fill their front page with ugly advertisements, for they can get enough news. What will this reader think of his local paper if it has a front page which is different from the good papers with which he is familiar? Perhaps news *was* a bit scarce, but the editor would do better to include some general news with local interest than to fill the space with advertising.

Can't Afford To?—The argument that the editor needs the big money that he can get from a front-page advertisement and

so cannot afford to take it off, is feeble. He certainly needs all of the money he can get in a fair and ethical manner, but so do all the other editors in existence, even those who have their front pages packed with news. They get along very well without pandering to the advertisers; why can't he? If the editor is afraid to take the advertising off the front page for fear he will lose some, he will probably be afraid of the other issues that an editor has to meet. You cannot please everybody; and if you could, you would likely be doing yourself a great injustice. There are times when an editor must stand for principles, although the money always seems to be there to keep him away from what he knows is right. If the first interest of the paper is not the reader, then it has no reason for existing. It is all well and good to be alive to your advertising possibilities, but if advertisers are allowed to dictate policy in one direction it won't be long before they will try to dictate it in another. They should understand to start with that the editor runs the paper. One advertisement, in the country community, is a loss of some consequence, but more than one publisher has stood that loss and has come through successfully.

Does Front-Page Advertising Help the News?—Advertising today is much better written than it was some years ago, and people have learned to read advertisements for their information. They read them to see where they can get the best shopping and where they can find just the article they want. From these facts some have argued that advertising on the front page actually helps the reading matter, for it attracts the eye of the reader quicker than news display will. If bargain advertising or clever selling talk were run on the front page this argument would have some force, but due to the fact that such advertising would detract from the dignity of the page, few editors will run it on the front page. The kind of advertisement most frequently run on the front page of country papers is that of the bank, or of some other institution that does not offer bargains. This kind of advertising gives little information, and is not the type that readers look for before doing their shopping. It is arguing for them to save money rather than to spend it, and there are no bargains offered. It will be seen that the kind of advertising run on the front page of country

papers would not be a drawing card for the news stories, and so cannot be defended on those grounds.

Overflow Ads.—In the small country papers there is sometimes not enough space for all of the advertisements on the inside pages, and the editor uses the front page for an overflow. When this is the case, happy is the editor. There are thousands in the same business who wish they could get so much advertising they couldn't use it all on the inside pages. A better policy than loading the front page down with advertisements would be to leave out some of the plate matter, or general news, and put advertisements in that space. A policy of keeping the front page for news should not be changed from week to week even if an extra page or two must be printed, and there are very, very few times when this excuse could be offered for changing the front page. If there is enough advertising to fill all of the inside pages and more too, the editor can well afford to print some extra pages.

First Consideration to Readers.—The following article on make-up entitled, "Give First Consideration to Readers, Not to Advertisers," from *The Country Publisher,* Winnipeg, discusses the problems of the country publisher:

> Many country newspapers have no definite, orderly plan of make-up, except that the display advertisements occupy all the choice positions. The newspaper man who sells space according to the old formula, "Top of column, next to pure reading matter," or "Surrounded by pure reading matter," merely cheapens himself and his paper. The practice of selling space on this basis is obsolete today in up-to-date offices.
>
> Advertising matter should be incidental to news matter. It is the reader who makes the paper valuable to the advertiser, and it should be the editor's aim to make his paper attractive and pleasing to the reader. A lot of rubbish that is sold between magazine covers never would "get across," were it not for the art of the printer.
>
> One of the most orderly and satisfactory methods of advertising make-up is the pyramid method, whereby all the advertising matter is grouped on the lower right hand side of the page, the apex of the pyramid being at the right. This leaves the upper part of the page clear for a neat and effective arrangement of news matter. The newspaper made up in this fashion is more pleasing to the reader, and of much greater value to the advertiser.
>
> Some will claim that it is impossible to enforce such a plan of make-up on advertisers. The trouble is that publishers have persuaded the advertiser that he confers a favor on them when he gives them his business. This attitude has put the advertiser in a position to dictate to the newspaper. The advertiser should be taught that he confers no favor, rather is he privileged in being able to buy space, for he cannot do business without advertising.

Types of Front-Page Make-up.—The make-up of the front page will depend to some extent upon the number of columns

on the page and the size of the columns. A six-column page cannot be balanced in the same manner that a seven- or eight-column page is balanced, and as the number of columns is usually determined by the size of the chases in a shop, the kind of page that is used will depend on the equipment. For country weeklies, the six-column page seems to be most generally used, although some of the weeklies in larger towns use seven columns and a few use eight. The country dailies have a seven- or eight-column page.

In either the six- or seven-column page it is customary to balance the two outside columns. The same size headlines and the same length stories can be placed in these columns when no banner head is used. If a single banner is used, it is generally placed over the story in the right outside column; if it is a double banner, it is placed over the stories in the two outside columns. Quite frequently in the six-column page, columns one and six are balanced with large headlines, columns two and five with lighter headlines, and columns three and four with headlines the same as in the outer columns. Very often, too, columns three and four are used for a double-column cartoon, cut, or headline. The use of a double-column headline, or cut, in columns three and four, is to be recommended, because two headlines of the same kind in those columns give no contrast and make the top of the page appear black.

In the seven-column page, single-column heads are sometimes balanced in the outer columns, lighter heads in columns two and six, and a three-column headline or feature in columns three, four, and five. Sometimes heads are balanced in columns three and five and a single-column box, or cut, is used in the center column. The make-up of the front page will vary somewhat from week to week because of the difference in the features to be used. Trying to stick to one type of front-page make-up every week is not desirable because some stories will have to be run with large heads when they have not great enough news value.

Balancing the headlines down the page is done in various ways. If we take for granted that the bottom half of the page should look like the top half, the same system of balance should be used all the way down. Some editors like to give a

little variety to the page by using some two-column or three-column headlines below the fold. If these features can be so arranged that they do not destroy the balance of the whole page they may be used.

Inside Page Make-up.—Not much attention is usually paid to the make-up of the inside pages, for the editor is too busy figuring out how he will make a good-looking front page. There are certain problems of inside page make-up which are different from those of the front page and must therefore be considered. Among those problems are: position of advertisements on the page and on the different pages, methods of arranging advertisements, association of advertising and reading matter, and considerations of reader and advertiser.

Position and Arrangement of Advertisements.—Advertisements must be placed on the page where they will be most forceful, but they must not destroy the appearance of the page. In recent years the accepted theory has become that advertisements should be placed on the page in as symmetrical a manner as possible. The nature of ads makes them hard to place; they are of all sizes and descriptions and if no method is used in placing them the page looks as if it were thrown together and the reader must jump from one column to another to continue his story.

The Pyramid Method.—The most common method of arranging advertisements is pyramiding, with the largest on the bottom and the others up the page according to their size. The advantages of this method are many. In the first place it gives the page a very neat appearance with no advertisements out of line. It also is very convenient because the make-up man can easily determine how much free space he has for news material. If one page of the paper is to be made as important as any other, both for readers and advertisers, the pages should be uniformly planned and made up.

Sometimes advertisements are pyramided downward instead of up, the largest being placed at the top and the smaller ones down the page. The reason assigned for this kind of arrangement is that the top of the page is first noticed by the reader, and editors who do this believe the larger advertisements should be given the best space. It is true that the top of the page is noticed first; but the reason for it is not that the sub-

scriber wants to read advertisements first, but that reading matter is set from top to bottom.

Advertisements are placed on the right side of the page, no matter what method of pyramiding is used, because that side of the page is the part that strikes the eye of the reader first. This leaves the left side of the page for news. If they are pyramided there will always be news matter next to the advertisements, which is important since they must be seen by the reader if they are to be effective. It is not taking an unfair advantage of the reader to run news alongside advertisements, because he is caused no inconvenience by it.

Association of Advertising and Reading Matter.—The lack of planning in the make-up of some country papers often gives the page an incongruous appearance. The page devoted to church and Sunday school news will have on it the advertisement of the amusement park, the theater, and the pool parlor. The class of readers that is attracted by the kind of news printed there is not attracted by that type of advertisement, and very often is repelled by it. If readers become disgusted with the paper because it mixes things so badly, they will be inclined to regard it all with distrust. There is no need for such a mix-up and the power of advertisements is greatly increased if they are placed somewhere else. It is true that many people in every town go to church and to the theater but the two advertisements are not harmonious. The people who would be interested in both will see them quicker if they are placed with news regarding each subject.

The advertisements, to have the greatest power of attraction and interest, should be placed on a page with reading matter similar to, or concerning, the things mentioned in the advertisement. The church advertisement placed next to church news and other features of a dignified nature will be much stronger than if it is left to fight for attention with the billiard parlor. The billiard parlor advertisement will be more effective if placed on a page with news that interests men who enjoy playing billiards. The editor should plan to run his advertisements next to reading matter that appeals to the class of readers to whom the advertisement is expected to appeal.

A list of the various kinds of advertisements that will ordinarily be found in the country paper, together with the kind of news that is most effective on the page is given below. This

list will perhaps serve as a suggestion for advertisements not mentioned here.

ADVERTISEMENTS	*NEWS FEATURES*
Church	Church news, sermons, dignified stories, twenty years ago column, editorials, feature news of the town, obituaries, weddings.
Grocery Store	Recipes, health columns, women's news, fashions, news for the housewife, markets, helps and hints, personals.
Garages	Automobile news, helps and hints, road information, tourist news, speed news, aids to the motorist, sporting news, recreation news.
Theaters	Show news, reviews of plays and movies, feature stories of stars and actors, recreation news, parks, playgrounds, amusements.
Millinery	Women's news, society, personals, housewives' helps, cook-book, fashions.
Jewelry Store	Society news, personals, holiday news, special season feature stories, weddings, engagement announcements, anniversaries, birthday news.
School	School notes, student activities, tax news, election news, teacher appointments, school editorials, news for father and mother.
Florists	News for women, weddings, obituaries, parties, socials, news of other occasions when flowers are used, sick news.
Contractors	Building news, new houses, real estate transfers, building costs, helps in building, house-planning department, landscape gardening news.
Dentists	Health news, professional advice columns, school examinations (health).
Clothing Stores	Fashions, news for women next to women's ads, news for men next to men's ads, cost of living, celebrations. Easter season news, gift news at holiday seasons.
Farm	Farm news of all kinds, personals, correspondence, housewives' news.
Machines	Farm news for farm machinery, personals, correspondence, features on machines, mechanics' news, accidents.
Hotels	Travel news, tourist news, road news, recreation news, news of entertainments and other amusements offered by the town in which the hotel is located.
Professional Cards	Personals, local news of all kinds, professional advice columns, health news, obituaries, court news, and other news that links up with professional service.
Automobile	Travel and tourist information and news, road news, motorists' columns, helps and hints on the care of cars, new models, all automobile news, sporting news.
Billiard Parlor	Sporting news of all kinds, baseball, football, basket-ball, etc. Recreation news and discussions, news for men.
Furniture Stores	House-cleaning features, housewives' news, building news, hints on house planning and arrangement, home news.
Bakery	Same kind of news as for grocery store ads.
Cleaners and Dyers	Features on clean-up, housewives' news, hints on cleaning, fashions, clothing news of all kinds.
Hardware Stores	Local news of all kinds, building and repairing news, clean-up and paint-up features, household hints, helps in making a home safe, durable, and convenient.
Funeral directors. Monuments	Obituaries, local news, professional news.
Welding, Blacksmithing	General repair news, news for the motorist, news for men, farm news, builders' news, machine news.

Transportation, Railroads, Busses, etc.	Personals, local news, travel and tourist news, road news, features on modern transportation.
Banks	Accidents by unforeseen causes, saving news, monetary transactions, cost of living.
Meat Markets	Same as for other eatable commodities.
Sporting Goods	Sporting news of all kinds, helps and hints for the sportsman, hunting and fishing news, recreation news, game laws, news of the sporting seasons, news features on game animals and fish, all news of interest to men.
Eating Establishments	Travel and tourist news, local news and personals, society briefs, housewives' helps and hints, recipes, cookbooks, features on festive days, Sundays, etc., when the family wants to dine out.
Public Service Agencies	Electrical appliance news, labor-saving news, helps and hints to the housewife, the mechanic and all who use electricity, editorials on public utilities, rate cut or increase news, features on the use of electricity and gas.
Barber Shops and Beauty Parlors	Sporting news of all kinds, news for men, hair fashion news for women, trends in hair-bobbing, beauty columns and hints, society briefs, women's news.

The Newspaper in Magazine Form.—Recently some editors of community papers, particularly of suburban papers, have tried the experiment of issuing their publications in magazine form. The advantages claimed for the magazine-newspaper are: (1) It makes it possible for the editor to use a better grade of paper and to get better printing, two items which will favorably impress the readers: (2) it makes a neater publication, which will also favorably influence readers; (3) it assures the paper of a longer life. Whereas the ordinary newspaper is read in a hurry and then destroyed, the magazine will be kept on the reading table for a number of days. This makes certain that readers will see all the news and advertising; (4) the magazine form is a better advertising medium because of magazine reputation. Many read advertisements in magazines and look at the pictures no less intently than they do the stories. Since they have been educated to do this, they will continue to do the same with a newspaper in magazine form; (5) the added value of the magazine form makes it possible for the editor to charge more per column inch for his advertising. Instead of getting 20 or 25 cents an inch for display advertising he can get as high as several dollars for the advertising on the back cover and other rates in proportion.

Those editors who have tried the magazine form would not go back to the old form because they are now making more

money. Editors' opinions are that, if any change occurs, other newspapers will be started in the magazine form and some now running will change to that form. Most of the newspapers which have changed to the magazine form are located in the suburbs of the larger cities.

There are many things which tend to discourage the use of the magazine form by the ordinary community paper. In the first place the small country print shop is not equipped to print a magazine as the large city print shops are at which the suburban paper can be published. To change to equipment capable of publishing a magazine the country editor would have to spend much money and time. Expense must be the first consideration in country newspaper work.

Next, the readers of a country paper are different from those of a suburban paper. The country readers do not read the paper in a hurry and throw it away; it is read in leisure time and then goes to rest on the living-room table, where it may stay for several weeks. If it were in magazine form it could not be more thoroughly read than it is now in newspaper form. The readers see all advertisements and all of the news so that the magazine form would not be an improvement in that direction.

As to the argument for appearance, there can be no doubt that the magazine is better looking. The only question is whether or not the editor needs to make his paper a thing of beauty, or whether he needs the time and money to make his paper cover the local field. That money, put into services and features, would net him more in the long run than if put into a magazine.

If there were no strings to the greater amount of money gained from magazine advertising, it would be a clinching argument. The facts of the case are that the editor could not get a much higher rate, no matter what form he used. The business men and advertisers in the country town would rather use the newspaper and pay less than use the magazine. To raise the rates very much in a small community would mean to prohibit many advertisers from using the columns, and this would cut down the revenue below the amount now secured. Taking everything into consideration, the magazine form will be a long time entering the field of community newspapers.

PART II

ADMINISTRATION

CHAPTER I

Surveying the Community

Many of the difficulties that country editors have encountered in the past, both in securing a complete and accurate news coverage of the local field and in securing national advertising, have arisen because of the lack of definite and complete information regarding the community. If it is true that no man can successfully operate a private business without specific knowledge of it, how important is it that the country editor have all available information concerning his community at his command for the editor's enterprise concerns vitally the entire community. Every editor knows, no doubt, something of the local situations and conditions, but he is at a loss to furnish concrete, concise information to anyone who wants to find out more than the most obvious facts. The editor will probably know that his town has several stores and other business places, but he will not know what these stores are doing, to whom they are selling, what they are selling, and what they could be selling unless he has made a study of those stores. Other factors in the community life will in the same manner be only partly known and understood by him until he has made a real effort to investigate them.

Purposes of the Community Survey. General.—The general purpose of the community survey is to acquaint the residents of the community in general, and the country editor in particular, with all that is in the community and is a definite, vital part of it. It is important that everyone who lives in the community know these facts, if the town and country is to prosper as a unit, and it is of the greatest importance that the editor, the man who is the spokesman for that community, should know whereof he speaks.

Value to the Community Itself.—The community as a whole will prosper as much or more from a survey than the editor

himself. In every town there is a group of public-spirited individuals who are ever striving to make their town one of the best in the state and of the greatest possible value to the residents of the town and the surrounding country. How are they to accomplish their aims if they do not know, first of all, what their town needs? There are many small cities and villages today which have an enterprising Commercial Club, or some such organization, that is trying to do something for the town which the town does not need and that is neglecting the things that should receive attention. If the community survey is made it will show these persons where the community structure is weak and where it is strong; what they need to do and what is better left undone.

As one example of misguided effort, let us take the case of a small village whose enterprising business men decided the town should have a "white way." Instead of first determining what the needs of the village were in the way of street lights, they went to the expense of installing new and costly lamp-posts in the main street of the town. Today that white way is seldom used because they have found out that it is not needed and that it is too costly to operate. Knowledge of the needs of the community would have prevented this extravagant use of money. The main street of that town itself is today rough, full of holes, and in other ways very much neglected.

In forming the community organization itself the survey will be of great assistance, for it will show what there is to start with and what kind of an organization to perfect. It will furthermore remove the activities of such an organization from the provinces of philanthropic and misguided effort to a realm of efficient and purposeful labor. Perhaps the town now has several community organizations, all striving to do as much as they can for community betterment and each getting in the other's way at every turn. As it often is, the fourth of July celebration is managed by all of these groups, each trying to take the lead from another or else trying to prevent the other organizations from attaining any success. Co-operation can best be developed when each group understands what there is to be done and who is best able to do it.

The community policy is very often not that which the Commercial Club takes it to be any more than it is the policy

which the Kiwanis Club has outlined. Each of these organizations has discovered something which it can do or thinks it should do and if the suggestions of both bodies were put together a much better policy would be the result. In towns small enough to afford only one community group there is not so much danger of some impracticable policy of community development being adopted as in larger towns, but the danger of overlooking important aspects of the town's needs and assets is no less. A well-organized, complete, intelligent, workable program will be possible only when a thorough knowledge of the community is part of every man's information who has any hand in community development.

Value to the Editor and His Newspaper.—If the community survey did not help the entire community in any other way than through the enlightened condition of the country editor and the improved newspaper that he is able to publish, it would still be most worth while. Not only will the editor who surveys his community be able to better inform his readers and entertain them, but he will increase his own possibilities for news and advertising manyfold.

More than half of the possible news in a small town goes to waste simply because the editor has no knowledge of what he could write and present to his readers. Rarely is a feature story of any sort found in the columns of the paper, mainly because the news writers do not know that feature material exists in their town. They have become so accustomed to making the regular news beats each week, and getting the same kind of material week after week, that they accept as a matter of course much which could be turned into interesting reading matter. An old building does not attract their eye; it has become to them simply an old, tumbledown shack. They have never inquired about it and so do not know that it has a history, and one that would be very interesting to readers of their paper. They do not think of going to such-and-such a man to find news, because he doesn't happen to be a friend of theirs and has never volunteered any news. Yet that man may be aware of some interesting happening in connection with his business which will be good news to country readers. Even in the collecting of simple personal items, there are many who would be ideal news sources from the nature of their occu-

pations, but who are never questioned because they are thought to be "just living here."

Advertising possibilities are no less disclosed than are possibilities for getting news, and the necessity for having facts and figures about the community in soliciting national advertising makes the survey of great importance. Although the community survey is only a part of the campaign to secure national advertising it is a part without which no campaign is possible. The day has come when national advertisers demand to know what right a country paper has to its share of an appropriation and they will not place advertisements in a medium which is run by guess. Before a country editor can convince national advertisers that his paper is read by enough prospective buyers to warrant continuous advertising of their product, he must have truthful information about these readers which the advertisers cannot dispute. Once he convinces them that his is a live community, that the business houses are awake to possibilities, and that many of the residents are able and willing to buy what the advertisers have to sell, he will have no trouble showing them that his medium is the best for advertising because it reaches more of those potential buyers than any other.

If an editor believes that he knows all that is important about his community he may test himself by some of the following questions, all of which can be definitely answered by a community survey:

(1) What is the population of your town?

(2) What is the population of the surrounding country into which your paper goes and from which men come to trade in your town?

(3) What is the character of this population; is it composed of one class of people or of many classes? How many nationalities are represented, and in what numbers? Is the community broken up into cliques of various kinds?

(4) What are the occupations of your citizens? How many people will be appealed to by an advertisement which appeals to one class of workers?

(5) What industries have you in the town? How many do they employ? What is the average salary of employees?

(6) What are the resources of the town, natural and acquired?

(7) What is there in the town to guarantee that it will continue to exist and prosper?

(8) What does the town not have that it ought to have in the way of improvements, institutions, etc.?

(9) Is the population of the community on the increase or decrease and why?

(10) What are the advantages or disadvantages due to communication services?

(11) Do you have any organizations which are working to make the town a better trading center, and if so, what are they doing?

(12) What are the farmers' organizations in the surrounding country, and what are their activities?

(13) What facilities have you in the town for making it a good trading center? Why should people come to the town to market and buy?

(14) How many people in the town own their own homes?

(15) What is the average buying power of each family?

(16) What do the family expenditures go for?

(17) How many families are there?

(18) What work are charitable organizations doing in the town at the present time, and how many are dependent upon charity for support?

(19) How many stores have you which could be handling a certain product? What are the reasons they are not handling it, if they aren't?

(20) What is the attitude of members of the farming community in regard to the town?

(21) What is the co-operation between farmers and business men? What is being done to get greater co-operation?

(22) What is the buying power of the farmers? For food? Necessities? Luxuries?

(23) What per cent of farmers' trade goes to mail order houses, and why?

(24) What per cent of farmers are using modern methods of farming?

(25) How many farmers would be possible buyers for a certain commodity, for instance, a windmill or a tractor?

(26) What publications do the people in the town read? What do they read in the country?

(27) How does your circulation compare with that of other publications which circulate in the community?

(28) What is the organization of your municipal government?

(29) To whom would you go for an answer to a question regarding the use of city premises? To whom for the use of any public institution in the community?

(30) To whom would you go for definite information regarding the work of the churches in your town? Do you know when the nearest church will have its next social function?

(31) What improvements are needed in the services of the public serving agencies, such as gas, light, and power companies?

If the foregoing questions can be correctly and definitely answered the editor has necessarily made some study of his community, but he is in no wise sure that a survey is not needed because hundreds of similar questions could be asked which cannot be answered without intelligent research. All of this information is needed if the editor is to publish a paper which gets all of the news and which is so powerful a medium that national advertisers must use it to sell their goods.

Method of Making a Community Survey.—The method used in making a survey will vary with the number of individuals and groups that can be enlisted in the work. In most towns, no doubt, the editor, with the few he is able to get to help him, will do most of the work. It is usually possible to interest certain individuals and organizations in making a survey since much of the information gained will be of value to them. The local business men will not be hard to line up as they will be anxious to know everything about the community that will help them in selling more goods. The Commercial Club, Rotarians, Kiwanis, Lions, and similar groups will co-operate in order to learn more about the community which will help them to take steps to put their town on the map. In any event, the main inspiration will have to come from the editor, and most of the responsibility will fall on him.

Securing Co-operation by Publicity.—The columns of the paper will be found very useful in getting across to the public the necessity and value of a study of the town. Educational literature will be needed to convince members of the community that the information asked for in the survey will not be used against them, and that it will benefit them in the end. Some of the facts and figures most essential to a successful study are considered by some to be purely private matters. Logical articles on the purpose of the survey will overcome most objections. The publicity used in putting over the idea of a survey must be planned out just as is any other publicity campaign, with the effect cumulative rather than from any one effort.

Gathering Available Material. Sources.—Much of the material may be gathered from documents which have been prepared to serve the purposes of some group within the community. The records of fraternal organizations, proceedings of the city council, lists of laws and ordinances for the city, tax lists, voters' registration lists, the census, membership lists, etc., are examples of sources to which the worker may go to get some information.

The gathering of available facts will be the easiest part of making the survey, and it will also be one of the most fruitful parts. The work can be done when there is time to do it and the results can be placed in convenient form at the leisure of the editor. No one will be inconvenienced by his attempts to get this information, and consequently he will be able to get it more accurately and more completely than that information which must come through many individuals of the community. The tendency in doing this part of the work, however, is to consider it of least importance and so to put the least amount of effort into it.

The first step is to set down all of the possible sources of available material. In this list should be included every compilation of facts and figures that in any way concern the life of the community. The records will be of two kinds: (1) official, and (2) unofficial. The official records will include the sworn statements of men in public positions, city records of all kinds, and other documents which contain facts, signed and of declared authenticity. Unofficial sources will include all rec-

ords of organizations such as minutes of proceedings, lists of members, employers' lists, etc., which are for private use and are not sworn. For the purposes of the survey both types of sources are valuable. It will very rarely occur that statements given in unsworn documents, if they be for the use of some person or organization, will not be found truthful.

Persons who are at the head of various institutions will be found useful in supplying information about their own businesses. These are not always reliable sources because they will have a tendency to exaggerate if there is anything to be gained by it. The surveyor can guard against getting such statements by getting from these persons only such material as they can prove by some record and by asking only those questions which do not admit of an exaggerated answer. For instance, instead of asking the hardware merchant to tell you in round numbers what his business in radios was during the past year, it will be better to ask him what the tendencies are among radio buyers and ask him to consult his records in regard to the exact number sold.

Several persons in the community can usually be relied upon to give truthful statements about their businesses, mainly because they would gain nothing in telling a falsehood. Men in charge of social and charitable organizations will be glad to give facts about conditions in the town because they are working to make them better. They will welcome any publicity on the condition of the poor that will help get funds. The officials of the school system will give information about the organization of the schools, equipment, students, etc., because it will help the work. Those authorities that can be relied upon to help in the survey will be those who will be helped by a statement of the actual facts.

Mention should be made of material that can be gathered from records outside the town. If the town is not the county seat the records that are to be found in the courthouse, such as the treasurer's and auditor's lists, past delinquent tax lists, assessors' records, etc., will be worth a great deal. In getting material on the history of the town, county and state books and documents will be found of more value than the word of some former resident. Generally there is a history of the state which will have mention of the community's beginnings.

Very often, too, it is the case that men in official positions have made studies upon the section of the country in which the town is located, and these studies will help in getting available information. Everything imaginable which has anything authentic in it concerning the town, either at present or in the past, should be investigated.

Personal Investigation.—No method of securing information is more accurate or more reliable than that of personal investigation, even though in this method the editor or someone equally responsible must do most of the work. Some of the facts about the town, such as the attitude of the farmers toward the business men of the town and vice versa, the general condition of the farming territory, co-operation or the lack of it between different interests, and general conditions in the town itself, can be accurately obtained only by seeing and hearing things first hand. A statement from the heads of all the farm organizations will not tell as much truth about what they think of the town as one hour's observation of farmers when they are discussing the town. There are certain things that never go on record, and it is these things that the editor must ferret out by himself.

Sometimes it will be necessary to attend many meetings that appear to be part of the usual life of the community before what the editor is looking for turns up. When political issues become practically the only subjects of conversation of both town and country organizations, as has occurred in some states, there is no way to determine what is being said and done but by personally investigating the situation. The same thing is true of that information concerning improvements for the community. When a movement is defeated there is more to the defeat than the simple fact that so many votes were cast against it. Back of the actual event there have been many days or weeks of discussion and action in groups of persons who are not suspected of having any interest in the project whatsoever.

It is hardly necessary to add that information concerning physical appearances of the community can be gained only by personal investigation, because everyone knows that the only way to verify the existence of a bad street, for instance, is to see that street. The condition of the parks of the town will

be easily determined by a visit to them. The service of the public utilities corporations can be discussed only by one who is familiar with those services. No one knows a street is dark and needs better lighting until he has traveled that street. Working conditions in a factory are known only to those who have observed when things were going in their everyday fashion, not when the factory has a "visitors' day." Can an editor tell a national advertiser that every family in his town is a prospect for a washing machine when he has failed to look into the living conditions of these families? Can he say that a certain store is equipped to handle a national advertiser's goods rapidly unless he has seen the inside of that store himself and has investigated its possibilities for quick service? Such matters need personal attention before the editor can speak intelligently on them.

Much information which is ordinarily accepted without question would be more reliable if followed up with a personal visit. Few families in a small town will admit that they are in need of charity; in fact, the family assets are almost sure to be overestimated when there is an information blank to fill out. Yet many of these families are in want, and certainly they are not possibilities for advertisers of nonessentials and luxuries. Some first-hand knowledge would not be amiss in such cases.

Information Blanks.—Forms of various kinds printed and mimeographed, may be used to secure that information which is of a uniform character and which can be obtained only by having some certain person answer definite questions. One form will probably be used to determine the facts about family life which it is necessary to have in every survey. The number of families in the community, number of members of the family, father's or mother's occupation, interests, avocations, wage or income, etc., can be learned from completed forms.

To get these forms filled out, several methods have been used. Some have tried distributing blanks to all heads of families who have steady employment at some business or institution in the town. This works fairly well if there has been sufficient publicity on the survey to educate the people and if blanks can in this way be given to all heads of families. Diffi-

culties encountered include the impossibility of getting a blank in the hands of every wage earner or head of a family, and the equal difficulty of getting these blanks back to the office. When the co-operation of the heads of business houses and institutions is secured, less difficulty is experienced because they can insist on the form being filled out.

Working through the children in school is another way which has been found to be productive of good results. The school children are given a blank for the father or mother to fill out and return by the child to the teacher, who turns the blanks over to the one in charge. The interest of parents in whatever affects the school life of children is responsible for the good results obtained in this method. Children also like to be given something to do which seems to place a responsibility on them, and they will try to excel in this as in everything else.

Several cautions are necessary in handling information secured by means of blanks. First of all, the tendency to exaggerate must be guarded against. It is too easy to put down the wrong figure for wage or salary, for instance, and often some personal investigation will be necessary to find out the facts. Then there is the possibility that some of the information will be untruthful simply because the person filling out the blank thinks that certain things asked for are none of the other fellow's business. Parts of the blank not filled in are often essential parts, and more personal work is necessary before the entire information is secured. The man, who for some personal reason will put down statements that tend to make his business or family life appear better than it is, is always found among the town's citizens. He may think that it looks better on paper to say that he owns a $100,000.00 business than to tell the truth and say that he is a silent partner or a minor partner in such an interest. Most of the time in small towns the editor will have little trouble verifying such statements or in recognizing that they are false, but his facts from other sources should be used in checking up on the doubtful ones.

Neither too much nor too personal information should be asked on a blank which is as public as anything that is entrusted to school children. Matters concerning family life, other than those that an outsider can reasonably hope to

learn, are not fit subjects for an information blank. One blank, sent through school children, had a question on it concerning the creed and fundamentals of each family's religion, something that should certainly have been determined in a more personal method—if at all—and that was not important for the purposes of such a study.

All facts asked for on printed forms should be such that the results can easily be recorded. Discussions cannot be catalogued and neither can opinions on various community features unless merely a statement is requested.

A Guide in Investigating the Community.—Since the problems of every community are different, and since the nature of each community is different, there is perhaps no outline which can be studiously followed in making every survey. There are certain types of information that will be needed in every case and there are certain features, institutions, and customs that every community will have. The outline which follows is merely suggestive and is meant to include as many things as possible that will be common to all localities. It should be used with discretion and changed to meet the local situations. Any outline is an aid only when it is elastic enough to meet peculiar needs and at the same time does not permit any of the fundamental things to be overlooked.

Two questions will always be uppermost in the mind of one trying to investigate and know his community: (1) What shall I investigate? and (2) What shall I find out about it? There is no value in a mere pedantic cataloging of facts about the community any more than there is in investigating only those organizations, traditions, customs, and institutions with which the investigator is in accord or in which his main interests lie. The attitude which produces reliable and complete results is that of finding out all there is to know that is significant, about every factor of community life that is vital.

Outline for Community Investigation

A. The community's background, traditions, customs.
   1. History of the community.
      a. History which is part of national history.
      b. Early exploration of territory.
      c. Early settlements.
      d. Reasons for early settlements.
      e. Early political history.

f. Crises in town's development.
g. Early figures of importance and their work.
2. Traditions and customs.
a. Types of customs.
b. Customs born of politics, community development, health.
c. Traditions governing community development, *i.e.*, failures and accomplishments in the past which would affect future movements.
d. Customs making for better co-operation or business—co-operative movements or acts which have become traditional.

B. Physical characteristics of the community.
1. Topography.
2. Natural geographical aids or drawbacks.
a. Favorable location.
3. Conditions making for certain types of work—agriculture.
4. Conditions helping or hindering communication.

C. Natural resources.
1. Water power.
2. Nearness to coal, iron, gold, etc.
3. Grazing lands.
4. Natural shelter—stock raising.

D. Developed resources.
1. Water supply.
2. Sewage disposal, what method?
3. Garbage disposal, what method?
4. Facilities for lights, gas, power.

E. Population.
1. Number of people.
2. Nationalities, how many of each? What cliques? Influence?
3. Vital statistics. Birth and death rate, reasons?
4. Trend of population, to different parts of town or from town to city.
5. Growth or decline, per cent of increase or decrease and reasons.
6. Immigration and emigration, reasons.
7. Number of families and size of families.

F. Municipal government.
1. Type of government.
2. Names and duties of officials.
3. Effective ordinances.
4. Powers of each official.
5. Methods necessary to effect municipal reform.
6. State and county measures superseding municipal laws.

G. Political conditions.
1. Parties.
a. Number of voters on each side.
b. Power of parties. Past victories.
d. Per cent of possible vote polled.
2. Peculiar political situations.
a. Farmers' political organizations.
b. Non-party factions.

H. Institutions.
1. Public.
a. Public schools.
(1) Number and location.
(2) Number of pupils in each school.

(3) Study of school districts, peculiarities of population.
(4) Names, powers, duties, privileges of officials.
(5) Housing conditions.
(6) Educational handicaps such as need of libraries or teachers.
(7) Organization of school system.
(8) Activities of school children, such as athletics, dramatics, journalism, music, outside projects, club work.
(9) Salaries of teachers and tenure of office.
(10) Activities of teachers.
(11) Peculiar situations in regard to school elections.

b. Libraries.
(1) Number and location.
(2) Rules and regulations.
(3) Sources of new books, number.
(4) Official names and duties.
(5) Housing conditions and need of more help.
(6) Use made of library.
(a) By town people.
(b) By country people.
(c) By school children.

2. Semipublic.
a. Churches.
(1) Number, names, and locations.
(2) Officials' names and duties.
(3) Services.
(a) Time.
(b) Number.
(c) Language.
(d) Specialties.
(4) Buildings. Needs and movements.
(5) Number of members, distribution, nationality.
(6) Activities of churches.
(a) Social.
1. Parties, sociables, suppers, athletics.
(b) Reform.
1. What is being done and how?
(7) Organizations.
(a) Sunday school.
1. Size and organization.
2. Officials.
3. Schedule and program.
(b) Men's class.
(c) Ladies' Aid, Guild, etc. Officials' names, programs, etc.
(8) General program.
(a) Canvasses.
(b) Publicity.
(c) Revivals and special meetings.
(d) Contests or other methods of inciting interest.

b. Hospitals.
(1) Number and location.
(2) Owners, their faith, position and influence.
(3) Rules and regulations.
(4) Doctors affiliated.
(5) Nurses' training school.
(6) Past history.
(7) Specialties.
(8) How supported.
(9) Capacity and general characteristics.

(10) Past successes or failures.
(11) Use made of hospital by town and country people.

3. Business institutions.
   a. Retail stores.
      (1) Number of each kind.
      (2) Location and description.
      (3) Facilities for merchandising.
         (a) Natural aids.
         (b) Organization of store.
            1. Physical organization.
            2. Personnel, number of clerks.
            3. Systems for speeding up sales, change system.
            4. Systems for making selection of goods easier.
            5. Courtesy.
      (4) Policy.
         (a) In regard to type of goods or brands handled.
         (b) Cash or charge accounts.
         (c) In regard to publicity methods.
            1. Newspaper advertising.
               a. Amount spent.
               b. System: budget, or hit or miss.
               c. What papers.
               d. Regular or spasmodic.
               e. Advertising policy.
            2. Any other advertising.
         (d) Satisfaction or money back.
         (e) In regard to attitude of clerks.
      (5) Merchandise carried.
         (a) Kinds.
         (b) Brands.
         (c) Best sellers.
         (d) Reasons for not handling certain products.
         (e) Value of stock.
         (f) Turnover, how often is new stock purchased.
         (g) New stock or partly old.
      (6) Nature of the trade.
         (a) Town customers, what per cent.
         (b) Country customers, what per cent.
         (c) Any mail orders filled.
         (d) Territory of trading area.
         (e) Standard of living of customers.
      (7) Peculiar features, good or bad.
   b. Wholesale houses.
      (1) Number, location, name.
      (2) Nature and extent of business.
      (3) Nature and number of customers.
      (4) Trading or selling area.
      (5) Volume of business.
   c. Manufacturing plants.
      (1) Number, nature, location.
      (2) Number employed.
      (3) Volume of business.
      (4) Nature, number of customers and where located.
      (5) Names and facts about officials.

I. Professional services.
   1. Kinds and number of professional men.
   2. Number of doctors' offices, location.
   3. Names of professional men, addresses.
   4. Connections of M. D.'s with hospitals.

5. Practices of dentists and lawyers.
6. Full data on other professional services, such as mortuaries, coroners.

J. Housing and home ownership.
1. Number owning own homes.
2. Valuation of residences.
3. Housing conditions in general.
4. Apartment buildings, conditions.
5. Rents.
6. Facilities for buying homes.
7. Building tendencies.
8. Helps or hindrances in building, such as cheap lumber or stone.

K. Recreation.
1. Number, location, of parks and playgrounds.
2. Capacity of public recreational grounds.
3. Rules and regulations of parks and playgrounds.
4. Equipment and characteristics of same.
5. Commercial recreation.
   a. Number, name, location of theaters.
   b. Prices charged, capacity, etc.
   c. Data on other places such as indoor rinks, amphitheaters, etc.
   d. Owners and operators of amusement places.
   e. Publicity and advertising methods of commercial amusements.
6. Semipublic recreational centers.
   a. Church gymnasiums, social centers.
   b. Social activities of organizations.
7. Rural camping or picnic grounds.
   a. Location, regulations, characteristics.

L. Communication facilities.
1. Roads.
   a. Physical characteristics.
   b. Routes and connections.
   c. Seasonal road information.
2. Railroads.
   a. Names, number of trains, schedules.
   b. Location of depots.
   c. Traffic carried, services.
   d. Local officials.
3. Bus lines.
   a. Names, number, schedules.
   b. Routes and capacity.
   c. Comparative cost of tickets.
4. Trolleys, city and interurban.
   a. Same information as above with names and duties of officials.
5. Telephone, telegraph, wireless telegraph, radio.
   a. Services, location of offices, cost.
   b. Programs of broadcasting stations.
   c. Names of officials.
   d. Rural telephone lines.
6. Home publications.
   a. Technical, all data.
   b. Newspapers, organization, circulation, column of business, rates, personnel, policies, equipment, and services.
   c. Magazines, same information as above.

M. Organizations.
1. Fraternal.
   a. Names, number, officials, policies, programs, place of meetings, part in community activities.

2. Charitable.
   a. Names, number, officials, activities, policies, problems.
3. Young people's.
   a. For young men and women, such as dancing clubs, church clubs, etc.
   b. For boys, Boy Scouts, boys' clubs.
   c. For girls, Girl Scouts, Girl Reserves, girls' clubs.
   d. Same information as under 2a.
4. Community organizations.
   a. Commercial Club, Kiwanis, Rotarians, etc.

N. Labor conditions.
1. Unemployment.
   a. Number unemployed, conditions, seasons.
   b. Organizations for helping unemployed find work.
   c. Causes, possible cures.
2. Working conditions.
   a. Endangering of health or life.
   b. Unpleasant conditions, remediable.
   c. Of special classes such as women or small children.
3. Wages.
   a. In agriculture.
   b. In industries.

O. Problems of keeping law and order.
1. Police organization, officials, powers and duties.
2. Crime.
   a. Past history of crime in the community.
   b. Facilities for caring for criminals.
   c. Present status of crime.
   d. Apprehension of criminals.
3. Juvenile cases.
   a. Names of officials caring for these, powers and duties.
   b. History and present status of juvenile delinquency.
   c. Problems needing the help of the community.

P. Social welfare.
1. Home life problems.
2. Community health.
3. Child welfare.
4. Welfare organizations, their activities.
5. Community chest, or similar drives.
6. Neglected social problems.
7. Special activities, as at Christmastime.
8. Welfare problems due to race, nationality, etc.
9. Welfare work of the public schools.

Q. Problems of town and rural community.
1. Country organizations, officials, activities.
2. General agricultural conditions.
   a. Character of soil.
   b. Tenant farmers.
   c. Wealth and home life of farmers.
   d. Marketing of produce.
3. Co-operation between town and country.
   a. Past history and present status.
   b. Problems to be met in securing better co-operation.
   c. Overlapping of organization activities.
   d. Town and country enterprises.
      (1) Fairs, exhibits, displays, sales days, get-togethers.

4. Political organizations.
5. Organizations composed of both town and country members, problems.
6. Rural education.
7. Rural communication services, roads, mail routes, publications.
8. Farm buying problems.
   a. Mail order business.
   b. Farm equipment.
      (1) Machinery used, where bought, needs.
      (2) Stock.
      (3) Building buying problems.
   c. Methods of advertising to farmers.
   d. Farmers' co-operative buying organizations.

R. Wealth and taxation.
1. Personal and property taxes.
2. Special taxes.
3. Average wealth.
4. Value of real estate, town and country.
5. Wealth shown in ownership of automobiles.
6. Other nonessentials such as radio.
7. Wealth shown in community enterprises such as fine schools, parks, etc.

Using the Results of a Community Survey.—The value of a community investigation to various members of the community has been stated in a previous passage. Before these results can be used, however, they must be recorded and tabulated so that any particular fact can be seen at a glance. Getting action through community organizations on any development will be greatly facilitated by the presentation of *maps, charts* and *tabulations* which will show concisely what the community now has and what is therefore needed.

Exhibits and *displays* will be necessary in order to convince members of the community that certain developments are necessary. A picture is understood more readily and by a greater number of people so that the more pictorial the method of presentation of facts is, the better it is. Maps showing the exact place where a new drainage ditch, new lights, etc., are necessary will be one of the best means of presenting facts.

To put the survey facts to work for the editor it is only necessary to take the material presented and arrange it in a usable order. If his first desire is to know what new sources of news have been brought to light through the survey, he has but to go through the survey and pick out those persons, places and things with which he has not in the past been familiar and which have given him no news. A list of news sources can thus be prepared in a short while. If he seeks material for editorials he can find it by taking from the survey facts

that show a definite need for the community or a waste of what is now in use. If he wishes information which can be used in a "selling story" for national advertisers he can get it by taking facts concerning wealth, buying power, commodities, marketing and merchandising services, etc., from the results of the investigation.

A good merchant takes an inventory of his store every year or oftener. Any survey of a community will be reliable and useful only if it is made a *perpetual inventory of the town and country.* Any new development should be recorded in the facts of the survey, and then when the editor or anyone else wants to know what is in the community today he will be able to find it. As a last caution, it is useless to make a survey if the facts are not made to be of some value; the survey records shine only in use.

CHAPTER II

Making Minutes Count

The Country Editor's Working Day.—Most country editors, if asked what their working day is, would answer: "Twenty-four hours." This is practically true in some shops where the editor is the first one to reach the office in the morning and the last one to leave it at night. It is the nature of the business that makes the editor devote a great deal of time to his work, for he has many things to take care of and usually not enough help. When one man must run a newspaper and a job shop by himself he has no time for anything but work, and such is the case in the one-man shop. If the shop is larger, his work as printer will be done by hired help, but with the increase in volume of business that necessitates the added help come new duties that take the place of the old ones. Although it is a standard joke to tell about the editor who sits with his feet up on the desk and does nothing but chat with passers-by all day, nevertheless the country editor who does his work right is one of the busiest men alive. If he is to do justice to his many tasks, he must make the minutes count; he must organize his time so that none is wasted.

No editor should have to work both day and night, and he does not do it in the well-organized shop. The editor needs to have his work arranged so that when the day is done he will have ample time for recreation and thinking. One of the main arguments advanced against the reliability of the country paper is that the editor is so busy he cannot afford to check up on facts. This is particularly meant for the man who writes editorials. The argument has some force, since the editors are few who have their work organized so that they can have time in which to read, and to think before writing. It should be said in justice to them that many of the editorials composed on the linotype are much better than is expected, and that they do a great deal of thinking while they work.

There is no doubt, however, that they could do better if they had time to consider their material before they begin to use it.

Planning the Week's Work.—The discussion which follows is concerned with the weekly paper since most country newspapers are weeklies. When the paper is issued oftener than once a week, more help is required and available and the editor must divide his time differently. There are only six working days in the week. If rightly used they will be enough, even if there are men in the profession who find it necessary to use all seven days. How much of the week should be devoted to the newspaper, how much of it to the job shop, how much to the matters pertaining to accountancy and the business problems of the small shop? If some one could answer that question for all shops in all circumstances he would be well rewarded, but it will never be answered. Only an arbitrary arrangement can be made, and the limits set down will have to be changed to suit the conditions under which the business is carried on. When the two things, the newspaper and the job shop, are worked together it is quite a common practice to devote half the week to one and half to the other. This is not always advisable, but when the two are of equal importance it is the best plan available. Let us suppose that the paper is one which is published on Thursday. We will start with the first working day of the week, Monday, and see what there is for the editor to do and when he can best do it.

Monday.—This is the same old "blue Monday" that everyone knows, and it is the hardest day of the week on which to work. No one feels like digging in right after his day of rest, and matters that require the most effort and thought are better reserved for some other time than Monday morning. The editor's first job is usually to inspect the back shop and see that everybody is on hand and working. His instructions to the back-shop men will be the first labor he does. When things have started to move in the back shop and everyone knows what he is to work at, the editor has his mail that needs attention. It is best to take care of the morning's mail as early as possible, for there may be jobs ordered that must go out soon and Monday morning's mail is heavy because of the week-end and usually contains some important matter.

Then there is the matter of getting the books in shape. Sat-

urday is pay day in most shops; the check book needs inspection and the salary record must be kept up-to-date. This is the editor's next job. When the front office has a bookkeeper or office girl many of the things which follow will be done by that person. If some of the book work has been left from the previous week, as is often the case, this should be attended to before beginning any new work. Monday is used by many editors to check up on the advertising of the week before and to mail out bills for the same. The legal advertising should receive particular attention since it is often necessary to get the affidavits in before the sale or hearing is held. The local and national advertising will receive attention next, and the record books for these things will be put in order. After that, the subscription record must be inspected, the cards made up-to-date from the receipt stubs of the subscription-receipt book, and a slip placed on the subscription hook for every one that needs changing. If this work of keeping up the mailing list is not done it is soon forgotten and not done at all.

If no more than the work outlined above is done on Monday, it will be a full day. The book work of the small office may not take long once the editor gets at it, particularly if he has help, but if experience counts for anything, most editors do not get at it soon enough or spend enough time at it to keep their books in good shape. This is what causes most of the leaks because it is most often neglected. Will the editor have any time left on Monday after he has done all this work of getting ready for the next week? Sometimes he will, but it will not be much. He will no doubt find that there are other matters, back-shop supervision, trains to meet, and a meeting or two which will take up all of his time.

Tuesday.—If the paper is published on Thursday, Tuesday is the day on which the country editor must start getting copy for the paper. This does not mean that no type was set on Monday or that no planning has been done for the next issue, but that Tuesday is a news-gathering day. The forenoon will probably be used in making the rounds for local news, and the afternoon in writing it up. Some of the day will also be used in looking over the exchanges, most of which arrive in the shop on Monday afternoon and Tuesday morning, and in making excerpts from them. Particular attention should be

paid on Tuesday to that copy which is to go in the first run of the paper, that is, the copy which must be in print before the last run of the press. All time copy comes under this heading and can be on the copy hook before Tuesday night unless it does not come in before that. In addition there will be the work of seeing that the floor men are changing advertisements and have started to make up the first four pages, or whatever the number may be that is to be run first, and of seeing that the linotype operator is getting the type set. Some of the back-shop men have been working on job work the first two days of the week, and this will constantly be occupying some of the editor's attention. He will have to read proof on the jobs; O. K. specifications and answer innumerable questions concerning paper stock and other job department matters, and he cannot afford to be led astray, by these frequent interruptions, from his original task of getting the week's news. If anyone thinks this is an easy job, let him try it for an issue. It may even become necessary in the very small shop for the editor to get out in the back shop and do some of the composition and makeup himself, which of course adds to his already overcrowded day. If he knows this is going to be necessary, he can plan for it and try to get his news-gathering and writing done before the back-shop work is ready for him.

Wednesday.—This day is devoted to finishing up what was not done Tuesday in the way of gathering and writing news. The copy should begin to fill the hook in the forenoon and completely cover it from sight by evening. Most of the country correspondence will have arrived the fore part of the week, and as it comes in it may be edited and put on the hook. Some editors let it all go until Wednesday, but this is a dangerous policy since much of it is needed for the first run. If the correspondents know that the limit on their copy is Tuesday night or Wednesday morning, they will have most of it in by then. Correspondence that comes in after Wednesday morning may have to be left out. This has been fully considered in the chapter on "Country Correspondence."

All time copy should be on the hook by Wednesday morning. If it isn't in then, it can better be used in the next issue as there will be plenty of live news that won't hold over. If one run of the press must be made several hours before the last

one, or if two or more runs are necessary before the final run, the make-up man should be getting those pages ready for the press Wednesday morning. The editor must see that they are started, and that things are working smoothly in the back shop, before he starts on the live news.

On this day he must also attend to advertising matters that must be settled before the paper is printed or have the advertising solicitor on the job. Any changes in copy, or copy for new advertisements, are placed on the hook as early as possible. It will often be necessary to visit the business men before the copy will be secured, but if the advertisers are correctly trained they will get their copy in on time. Much advertisement copy for changes can be secured when the editor visits places on his news rounds.

Thursday.—This is "the day" for the country editor-publisher, for this is press day. No one knows the associations of those two words until he has been in the country field and has published a country paper for himself. This is the day of most work in the country shop, but it is the most enjoyable day of the week. Today comes the fulfillment of the editor's hopes; an accomplishment for him and the rest of the force which will make them feel that they have not worked all week for nothing. The man on the city daily never ceases to get a thrill out of the cry of the newsboys because he knows that another paper is on the street; the man in the country shop gets a bigger thrill out of seeing his small paper come off the press because he knows that it is in great part his own.

Thursday is the busiest day of the week; all copy must be in and up before the make-up man can finish his work. News stories that could not be written before must now be rushed up at the last minute and there is always much work of correcting and making up before the paper can go to press. No time copy, or correspondence should go on the hook today to disturb the operator and make the make-up man swear at some one's negligence. The news that must go up is live local material that would not be news the next week. There will always be some meetings that cannot be written up until the last minute. Who ever saw the time when something didn't happen that had to go in just when you are ready to press? Instead of cursing things for happening at the last minute, the editor

ought to welcome a chance to show that he can get all the news in print in a short time.

When the local news is all written and on the hook, the country editor can devote his entire attention to matters in the back shop. It is all very well to say that his worries are over and that he shouldn't be bothered with publishing details. He will find it to his advantage to visit every man who is working and to see how things are progressing. If necessary, and if the editor can, he will lend a helping hand to those who need it in order to get everything ready for the press. The makeup of the last run, which generally includes the front page and the page of live local items, should be personally supervised by the editor if not entirely done by him. Some of the men who are highest in the profession today can still go down in the composing room and make up the paper—and they take pride in doing it. The makeup is an important feature, and the editor cannot feel that he is through after the type has been set and corrected.

Above all, the editor makes sure that the type matter is free from errors. The chances are that he has no proofreader save himself, and in that case he is to blame for all the errors overlooked in proofreading. The good editor reads the galley proof and inspects the revise and then looks carefully over the first page proof that is printed. One of the best methods of catching mistakes is that of running a paper just before noon, or of taking a proof of each completed page before noon and then taking the proofs home at lunch time. It is surprising the number of mistakes the rest of the family will notice that escape the eyes of one who is constantly looking for them. The most evident mistakes sometimes pass unnoticed, and they are the ones that cause the editor the most grief after the paper is out.

When the paper is printed and the matter of giving directions to the back-shop men attended to, the editor feels that the rest of the day is his, to be spent in a little rest and recreation. With the weight of getting the paper out off his mind, he may feel more like sitting down to think and read than anything else. If he is ever to think and plan for a better paper, he will certainly have to do it after the paper has been printed and not when everything is being rushed. Some of

the best editorials ever written were done shortly after the paper was just off the press.

Some editors feel that part of press day should be taken off because the staff has worked at more than top speed to get out on time. The writer's experience in country print shops makes him say that it might as well be taken off, as very little is done after the paper is out. The editor can afford to go a little slower when the paper is out and to use some of his time for getting new material and new inspiration. He has earned a few hours off and can well use them doing something for both profit and pleasure.

Friday.—After press day comes the general clean-up, and if this is not done on Thursday it is the first thing done Friday morning. The editor first sees that the back-shop men are making preparations to tear down the forms and that everything is going smoothly. The last two days of the week, that is, Friday and Saturday, are used to get things in shape for another week. On Friday there will be book work to do which will occupy a good share of the day. This is also the day for planning work in the job department. New customers can be visited and the future book consulted to determine what repeat orders should be solicited. There will be plenty of work to do with the cost-finding system and job work to keep the editor busier than he would like to be. Time copy that came in too late for the last issue can be edited and put on the hook so that the operator will have a chance to get up some type before next week's rush. Any correspondence that came in late should be edited and put on the hook. No attempt need be made to get local news on Friday and Saturday because it could not be printed before next Thursday, but all local happenings that come to light on these days may be put in the news book so that when the editor comes to write up his local news they will not be overlooked. Other matters that can well be attended to on Friday include selling new advertising and subscriptions and outlining the self-advertising for the coming week. If some direct mail advertising is planned, it can be worked out on Friday and then can be printed before the end of the week.

Saturday.—Most editors do not set aside any time in which to make a tour of the country districts in which their paper

circulates. They say that they have no time in which to do it. Saturday afternoon is a very good time in which to get out into the country and get some farm news and subscriptions. This is also a very pleasant way to spend a few hours. Obviously, not all of the territory can be visited but what is left can be made the next week. It would be better, of course, to have a farm reporter, but this is often impossible for the small country paper, and the editor can do much of this man's work in a few hours of intensive effort. The route that will be taken should be planned out beforehand so that there is no lost time and no retracing of ground already covered. As many country correspondents may be visited as live in the territory and any instructions or inspiration given them that the editor thinks necessary.

There is one rather strong argument against taking Saturday afternoon off to visit farmers, and that is that many of them come into town to do their shopping on Saturday afternoon and would make calls at the office. However, there is no comparison between the number that would call at the office and the number that can be seen by visiting them at their farms, and the editor will make more than he will lose by going out of town. The shop should not be closed because there must be some one left there to take care of subscriptions and job work that may come in. Usually one of the other members of the staff will be capable of handling this end of the business.

Saturday is the end of the working week and usually is pay day. The editor may take time off if he wishes, but he ought to see that all salary checks are made out before he leaves. The other members of the force depend upon their checks just as he does on the checks that come in to him, and he can cause these helpers much embarrassment by not paying them promptly. All matters of a routine nature, such as the ordering of paper stocks, inks, and equipment, can be handled Saturday forenoon.

Promptness.—It is nothing new to say that everyone should be to work on time, but promptness and punctuality count for more in the country newspaper business than in many others. If the editor requires only regular hours from his employees he can expect them to be on the job in the morning at the right time. The shop that is never open until one or two hours after

the other business places in town are open, is not a business place. As one man who has been in country journalism for many years remarked, "If you don't get started right in the morning nothing goes right during the day. Half of getting started right is getting to work on time." Some editors have a habit of getting to work late themselves and permitting it in the force, and then of working half the night to get the day's work done. Not only is this bad business but it is taking time that should be devoted to something else. If there is not time enough in the day to get the work done there is need for more help. More work can be done and it can be done better by daylight than at night; a print shop is dark enough in the daytime but it is a veritable dungeon at night even with the best of lights. The morning is the best time to work, when everyone feels fresher and more rested than in the afternoon. If there is to be any time in which a let-up may be taken, it had better be late in the afternoon when a workman's efficiency is much less.

Overtime.—If it is necessary to work overtime most nights, there is too much work for the number of workers. It often happens that an extra bunch of work comes in shortly before press time or that a mass of job work comes in and must be printed in a hurry. There is no time to get more help, and the force must handle the extra work if it is done. The only resort is to work overtime, after the regular day's work is done. The question of overtime is solved in the city shops by the printers' union which regulates the wages to be paid for such work. The wages are considerably more for overtime than for the regular shift, because it is harder work and must be done when a man is already tired. It is also urgent work and means money to the proprietor. The amount paid for overtime in country shops varies from nothing to regular union wages. Very often the editor feels that his helpers should come back after the evening meal and work without pay because of their interest in the business or for some such inane reason. He forgets that it is *his* business, and that because he is interested enough in it to spend most of his time there is no reason for expecting his hired help to do so. They are working for a wage and when they have done a fair day's work they have fulfilled

their share of the contract. If they must work more, they should be paid for it.

Another reason that the country editor should try to avoid overtime is that it is very expensive if he is paying his workmen what they deserve. It takes only a few hours of overtime, for each man, to make as much expense as a week's wages for an extra man; if the extra man were added the work would be better done during regular hours. The overtime habit is a bad one from many standpoints, and only when it is absolutely necessary should work be done after working hours.

Utilizing Slack Time.—When there are no new jobs and the back-shop men are looking for something to do, the editor may find it for them, either in clean-up work or in creative work for the shop. It costs money to have many type forms standing on the stones, and a job is never to be considered done until all of the distribution and cleaning up is completed. An attempt should be made to keep the stones clear for the next job and the typographical materials all in their places. Nothing is so disgusting as a shop in which the stones are piled high with dead jobs, and with furniture, leads, slugs, etc., scattered all over. There is a place for everything. When the next job comes in there will be a mad search to locate the necessary materials, and there will be no place for the composition and imposition of the job. It takes time to keep the shop clean, but it is worth it to have things where they are convenient. It is the printer's job to do this work and the editor's to see that it is done. Such work will utilize much of the slack time that the office has.

Another equally profitable way of utilizing slack time is to put the force to doing something creative, such as printing jobs for the office. The circulation blanks and receipts can be printed when business isn't rushing. The stock of envelopes, letterheads, billheads, etc., can be replenished. This is also a good time to create some good self-advertising. Many of the things that are used in direct self-advertising, such as blotters, selling talks, and pamphlets, can be printed when there is little else to do. The printers will enjoy working at odd moments on individual samples to show prospects for job work. The back-shop men would rather be busy doing something creative than trying to keep busy doing odd jobs, and they will welcome the

chance to show their skill and originality in making new job combinations. If nothing needs to be done the force may well be given the rest of the day off; it will pay the editor in the long run.

Co-operation of Editor and Back-Shop Men.—There is plenty for the editor to do if he never tries to sell subscriptions and advertising, but these matters must be attended to by some one. It is very often true that some of the men who work in the back shop have had experience in selling advertising and subscriptions or in collecting. They are glad to be of assistance to the editor if he has treated them as he should. Whenever some of them can help him with outside work he will find it profitable to use them. While he is seeing the more important prospects about advertising and job work, one of the other members of the force may be out collecting for the advertising of the past month. It is sometimes true that other members of the force are better collectors than the editor himself due to the fact that this part of the business is very distasteful to him. In the city shop this suggestion of letting a workman help with the owner's work would be laughed to scorn, mainly because most of the workmen are qualified to perform only one certain operation. In the country shop it is the sign of a contented staff when each one helps the other.

If members of the mechanical force can help the editor in his work, he in turn can help them if something goes wrong in the back shop, or if they are exceptionally busy. Even if he does not understand printing he can often be of assistance, and it will be to his own advantage to be ready to help at all times. If he is a printer he will not feel it beneath him to get into his printing clothes when things are rushing and more help is needed. When the boss works with the men there is a spirit of friendly co-operation established that will work wonders. *No one advocates, however, that the editor should chain himself to the back shop when his news and editorial duties are pressing.* The less supervision that is necessary, the better will be his other work.

Job Tie-ups.—Much time is lost in the country shop, particularly in the job printing department, because of job tie-ups. There is usually only one machine of each kind in the small shop, and that machine must be used for each job that

requires a certain operation. If there are two jobs which must be perforated and each man is ready for the machine at the same time, there is a job tie-up and one or other of the jobs must wait. A little careful planning by the man who is in charge of the shop will prevent such delays and lead to a greater production in the shop.

The linotype operator should not have to stop to change his machine several times in order to set advertising copy. Every change takes time, and that time could be saved. It is a good plan to have the man who is in charge of setting the advertisements pick out the copy that will have to be machine set so that the operator can get it all up at once. This can easily be done if the ad-man will plan his work. When it is necessary to get some copy set and the machine is set for regular news type, the copy can sometimes be set on the news measure by butting slugs or cutting them off to fit the space in the advertisement.

Another kind of job tie-up is often encountered because the materials with which to print the job are not at hand. If much dead matter is let stand, the compositor will have to look through several jobs before he can find the letter or character that he needs for a certain job. This dead material should have been distributed and the type fonts kept complete. If there is a scarcity of other typographical materials these should be purchased in quantities large enough to handle the ordinary run of jobs. The lack of paper stock and other printing materials sometimes ties up a job and keeps the workmen idle. The stock for every job should be on hand before the job is started and the editor should see that there will be enough to finish the job, allowing a reasonable amount for waste.

Long-Run Jobs.—Jobs of printing which necessitate several thousand impressions often cannot be all run at the same time. It becomes necessary to hold the job over until the paper is put out, and then very often something else comes in that requires immediate attention. As a consequence, the large job is not run and lies around until many of the sheets become soiled and unusable. Even if the printed sheets are taken care of and none are lost, there is still much lost time because of the changes that are required in the makeup and

make-ready on the press. Whenever it is at all possible the job should be completed before another one is put on the press. The time required for make-ready is no small item and each change means time lost. When the job cannot be entirely run at one time, the best plan is to save the form and the tympan and packing on which the job was run. If this is done the pressman will only have to reassemble this material on the platen of the press and to make minor adjustments of the gauge pins. Many of these matters are strictly printing, but the owner of the shop has to watch them if he wants things to be done efficiently.

A better way to handle the large job when equipment is available is to set up several forms of the same job and have them run off together, either on the same press if more than one form will go in the chase, or on two or more presses. If the large job is completed the presses will be ready for whatever is needed. When a large and a small job press are part of the equipment the problem is simplified still more, as the rush jobs can be put on the press that is not busy.

Assembly and bindery work on a large job can well be carried over until the rush work is out of the way, when the entire force, if necessary, can help finish the work. The plan of having some work that does not have to be rushed on hand in case work slacks up is used by some editors. The job shop should always be ready for another job, but it is a serious problem in the small shop to plan the work so that there are always materials and workmen for the rush job.

Some Causes of Lost Time.—Eminent authorities have asserted that the average print shop does not run more than 75 per cent efficiently because so much time is lost doing unnecessary jobs. Some of the causes of this lost time, which is really lost money, are the fault of the printers, and some of them are directly traceable to the man who gives directions. The editor who has a job shop to supervise will find some of these time wastes in his shop and can remedy any of them by removing the cause. The best way to make money is to keep down expenses.

Time may be lost in the print shop because of:

Injudicious selection of a popular letter that is short because of too much use.

Changing bad letters caused by extra wear on short fonts of type.

Making corrections on press that should have been made on stone.

Delay in getting rollers in condition and changing rollers on hot days.

Hunting for sorts because a certain letter is specified.

Defective instructions on job tickets.

Trouble through folding sheets wrong way of grain.

Picking sorts from live jobs and returning them.

Delay in getting started on cold mornings.

Waiting for cuts, stock, ink, or O. K.

Delay caused by machinery which is always breaking down.

Too many jobs that require the same machine at the same time.

Changing instructions after the job has been started.

CHAPTER III

Self-Advertising

Taking His Own Medicine.—"The doctor most opposed to taking his own medicine," is the saying often applied to the country editor. Six days a week he is constantly striving to sell advertising to everybody else, trying to make his paper such a valuable medium that no one can afford to ignore it, and then he goes to press without taking his own medicine, without remembering to advertise his own business. Perhaps the most general reason that editors do not use more space to advertise their business is that the staff is always busy working on something else that brings in more evident returns. It seems time wasted to the average editor to have a man set up an advertisement about the newspaper. Although returns may not be as evident in as short a time in self-advertising as they are in commercial work, the results well repay the trouble taken. Good will created for the country paper is the best investment the editor can make, and displaying his own wares in an intelligent way creates good will. He should remember that one of his main selling arguments is that advertising pulls, not jerks; and that is just as true in his own case as in that of another.

Another reason that country papers do not advertise themselves as much as they should, is the editor's idea that by devoting the time required for self-advertising to news-gathering and news-interpreting the editor is making a better paper, which will in turn draw more advertising. This is true, but it is also true that every business man is striving to make his place and service so good that no one can help using it. If this were all that is necessary for success, the merchants would not need to advertise. The country newspaper must first be worth much to the community and must then let the community know it. Practically every selling argument used by the editor to get more business is an argument for him to advertise his own.

Lack of knowing what to say in an advertisement that seeks to sell the paper has been a stumbling block to many. Generally, little time is given to this consideration and the result is not effective, more of a filler than an advertisement.

What to Advertise.—There is only one rule in determining what to advertise and that is first to determine what the country editor has to sell. In the first place, he is not selling mere *space,* and the quicker he realizes this the better off he will be. Printing a rate card in the paper may be all right from the standpoint of information, but it places the emphasis on the amount charged per column inch, and not on what the column inch will do for those who use it.

Since the reason the small-town paper is in existence is that it gives news service to the local readers and reader service to the advertisers, these are the main things the editor has to sell. He should attempt in all his announcements to convey the idea to everyone that he is selling service, and that his service is indispensable to them. He should further try to convey the idea that he is selling something that brings a certain and fruitful return for each investment. He is as much an agent for good investments as the bond salesman, because the money placed in subscriptions and advertising is an investment, not a contribution or an expense.

What Space to Use.—There are few, if any, country newspapers that print an issue without using some part of their columns to talk about themselves, but it is not always legitimate advertising. Often there will be news articles on the front page telling about the new subscribers that were secured during the week, patting the editor on the back by printing a letter from a friend who likes the paper, or worse, telling the public how cheaply it can get service at the newspaper office. If the editor makes an honest attempt to keep his news columns free from commercial advertising, he must do the same in handling his own advertising. Actual advertising space in the advertising columns is available for self-advertising. It is perfectly permissible to print a letter from a former resident who reads the paper and likes it, if that letter is news and has enough news value in itself to be interesting to the readers. If it contains nothing but a compliment for the paper, it should be run as an advertisement in the proper place.

Another questionable form of self-advertising is the use of the personal column to laud the press. An item which reads "D. R. Davidson was in town to transact business and while here boosted his subscription another notch," is on the verge of transforming the personal column into an advertising column. An item which is mostly, "He paid us for another year's subscription to the Blatter, which shows that he appreciates a good newspaper when he sees one," is not good advertising because it is placing the reader in an unfair position. It is making the news column an editorial column. Advertising in the news columns is a poor practice unless the material used has news value sufficient to make it interesting in itself, or unless it is labeled "advertisement."

Filler Advertising.—There are many companies that issue boiler plate and flat cast material which is so worded that it can be used in any paper. An example follows:

YOUR NAME
Is it on our subscription list?
We will guarantee
you full value
FOR YOUR MONEY

Probably the first time this appears in a paper it will be read as interesting material. When it is used time after time, it accomplishes no more than an advertisement does for a merchant who never changes his copy. Even when several of these fillers are alternated so that they each appear only once a month, they have little effect in making readers think that the paper has up-to-the-minute standards. Dead advertising is of little value, and filler material is soon recognized as such by the readers.

There is another form of filler advertising quite extensively used by newspapers. This is the one that is set up in the shop for no other purpose than to fill space. It does "happen" in the "best of regulated" shops that there are times when not enough material has been set to fill the paper and nothing has been carried over that can be run. The easiest thing for the editor to do is to set up something which says little but occupies much space. Subscribe to the Chronicle" will be spread over a half page in big, ugly, glaring type that will quickly attract attention and as quickly kill interest. There is no surer way of telling the subscribers that the staff has not been able to get enough news to fill the paper and that they have had to do a little bluffing to make a full form. Good advertising has a message of interest to the reader.

When Do You

Intend To Pay

Your

Subscription

To This Paper?

YOU CAN DO IT

DO IT NOW!

An advertisement with the same copy shown in the above illustration was used in a three-column, ten-inch space by a small weekly paper.

General Statements.—Much space used by country newspapers in self-advertising is wasted in parading statements that are not believed by anyone, merely because they claim too much. It may be a fact that in many cases the paper has more subscribers than all the rest of the papers in the county put together, but this fact when blazed forth without any convincing statements to back it up is attributed by the reader to the editor's tendency to "stretch" things. "This is the best advertising medium in the northwest," is another means of saying that the editor believes in his paper but expects others to take his word for its superiority. "Biggest Newspaper Value in the Country," "Clay County's Greatest Newspaper, You Can't Afford to Be Without It," "Our Job Work is Better in Every Way," "We Excel All Others," etc., may be good *slogans* if used as slogans but when they are the entire and only substance of an advertisement there is patent lack of sincere and convincing statements to supplement them. There is a difference between a slogan and an advertisement. The slogan aims to create an impression by repetition; advertising seeks to create a demand for something or to build good will through information and instruction.

Discretion in Size of Advertisements.—Many country newspapers, when the editor is once convinced he should advertise his paper, runs enormous advertisements each week. The space taken is so much larger than any other advertisement that it creates the impression of being a filler, even though the copy is interesting and convincing. There is a limit to the amount of space that the paper can discreetly use for its own purposes. If some new development is being put before the public, such as a new subscription rate, an additional news feature that the paper is to carry, or an added service that it can now perform because of new equipment, the space used can be in proportion to the innovation's value. When a series of advertisements is carried to sell service, and the copy is similar in thought each week, the space should seldom be larger

than any other in the paper. Especially is this true of those with little new material in the copy. Pretentiousness creates suspicion, and the editor must carefully estimate the value of his advertisement in determining the space to be devoted to it. Avoid appearances that shout "Filler."

Advertising in Other Papers.—City dailies are constant users of space to advertise themselves in other publications, and they talk about the same things that the country editor has to sell. Circulation is the subject of many of these selling talks, and facts and figures are presented in an effective manner. There is no attempt made to discredit other papers, but statistics are often used in a comparative way without putting other papers in a bad light. The amount of advertising carried is also used as material for these talks. This is to show the prospective advertiser that other people believe in the paper as a first-class medium. Can the country editor not learn something about advertising his paper in other publications from city papers' advertisements?

The age-old prejudice that prevented one country editor from ever admitting that another paper was read enough to make it of value, is about destroyed. Cooperation has displaced enmity between country publishers. There is reason to believe that there may be people in another town who would welcome a chance to get the news of your community. These people will believe what they read in their home-town paper more than they will believe the arguments of a solicitor. Furthermore, many of them will never see a copy of any paper but the local one. There are many farm magazines going into farm homes that would be good advertising mediums for the country papers. The editor solicits national advertising from these publications; why should it not be worth while to place his product before their readers? There is very little of this done today, but there is more than there was ten years ago and it will increase as members of the same profession recognize the worth of appealing to a larger public.

Advertising "Service."—What are the elements that constitute good service which the country newspaper can use to advantage in advertising?

The "Globe-Trotting" World; Send One to That Lonely Relative

Is Mary away from home this winter? Or is John working in another state? Why not send them the World?

For $2, you can give them 52 copies of their home town paper, sent prepaid. Think what it will mean to your father or brother who is acquainted in Ramsey county to get all the news from his community. The girl or boy away at school is interested, too. If they are away for the winter only, we will send them the paper for six months for $1, or for three months for 50 cents.

You miss your paper if it fails to come. So would they continue to miss the local news but for you: Sit down right now and give us the name and address of that relative who is out of the state. We are sending papers now to points as far distant as British Columbia to the west, and the Virgin Islands to the east, way down in the Caribbean sea.

Such a gift would make an acceptable remembrance at Christmas time.

A friendly "conversational" self-advertisement which secured subscriptions for papers sent to boys and girls away from home is printed above.

(1) First will come the fact that the paper prints all the *local news.* Since residents of country towns are more interested in their own doings and those of their neighbors than anything else, this is a good feature in which to claim excellence. The number of personals run each week together with several good examples of local items will form the copy for a good advertisement. The country paper cannot boast of getting local news into print a few minutes after it happens, but it can boast that it gets the news of every happening in its local community, which is something no other paper does. The number of local people mentioned in the paper in one week, if presented well, will make an advertisement of no little power in creating the impression of good news service. Sometimes one local story which is well written and which appeared

in the paper will be a good advertisement. Such a story might be one about a defect in the streets, which later caused a serious accident. If an editorial has been run on the subject urging repair of the streets, the appeal is that much stronger. Emphasis may well be laid on the point that in the home-town paper, and only there, can the reader learn of the things that are going on about him.

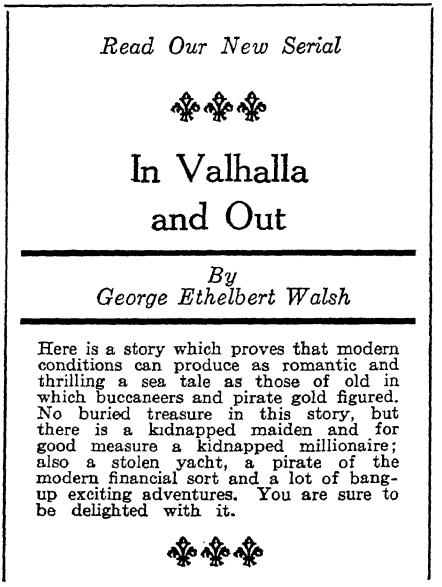
(2) *New equipment* and conditions that will make for better service may be the subject of good self-advertising. A new linotype machine which has recently been installed will be a talking point. The copy can show how the new machine will aid in faster production so that the newspaper can print more news; and it will show that a better-looking paper can now be printed. The readers will see that the editor is alert to the possibilities of his business, and they will know that he is trying to be up-to-date in giving them a better paper.

When a new member is added to the staff so that news may be gathered from a hitherto somewhat neglected source, the editor can call the attention of the readers to this improvement. A new country correspondent in a locality which has had no news notes before will be a feature worth advertising.

Improvements in the equipment of the office, arrangements to get more news, a department of farm news just begun, and any other means of giving a more complete coverage of local news sources is worth telling to the public.

(3) *Feature news, helps and hints, serial stories,* etc., make good advertisements. A "Who's Who" feature just beginning and which will be continued each succeeding week will be of interest to many readers and should be advertised. News of twenty years ago is a good drawing card for the country paper and if no such service has been in the paper before, its advent should be heralded by telling in detail how the notes are secured, who will write them, and how often they will appear. Many people are as interested in such things as they are in timely happenings, and the old-timers are often more so. The beginning of a serial story in the paper makes copy for a good advertisement telling the facts about the story, who wrote it, something of the author's life, and how often it will run in the paper. A new column on cooking recipes and

how they will be obtained and presented in the paper, should not pass unnoticed in the paper's self-advertising. Every new feature that the editor introduces to make his paper more interesting and helpful to the country readers can be called to their attention and "sold" to them through the advertising columns. This does not preclude the possibilities of good news stories on such features; the advertising will serve to bring more forcible emphasis on the feature story.


Read Our New Serial
In Valhalla
and Out
By
George Ethelbert Walsh
Here is a story which proves that modern conditions can produce as romantic and thrilling a sea tale as those of old in which buccaneers and pirate gold figured. No buried treasure in this story, but there is a kidnapped maiden and for good measure a kidnapped millionaire; also a stolen yacht, a pirate of the modern financial sort and a lot of bang-up exciting adventures. You are sure to be delighted with it.
BEGINS TO-DAY IN
THIS NEWSPAPER

Since serial stories are most generally purchased from a syndicate, many country editors use the advertising material sent out with the story. A special feature of any kind that is added can effectively be brought to the readers' attention in such an advertisement.

(4) *Services for Advertisers.*—Comparatively little need be said to urge country editors to advertise "advertising" service. Many of the self-advertising attempts now being made in the

country press are urging the use of advertising and of subscribing to the paper. Reasons why everyone who has a product or a service to sell should advertise, are not so evident

Our Honor Roll

The following are new subscribers or have renewed their subscriptions to the Northern Light during the week. How does yours stand?

Frank Wyman, Faunce
Rollie Gillie, Detroit, Mich.
Fred Styler, Williams
Owen Traynor, Flint, Mich.
Noah Palmer, Williams
Adolph Christianson, Libertyville, Illinois.

Subscribe for the Northern Light

The practice of using front-page space for self-advertising is condemned by many editors. The editor of the *Northern Light,* however, runs his "Honor Roll" at the bottom of the front page, and is very careful to set it off from the straight news matter. This advertisement has some news value and is sure to get attention.

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in the copy now used. Too often there is a line such as "Advertise in the Press" without any supporting facts to convince anyone that it is the best thing to do. The number of subscribers that the paper has can often be used to show prospective advertisers why they should use the newspaper's columns. The number of homes in the community into which the paper goes can also be used advantageously. Good distribution, because the paper goes into homes all over the buying territory, can be stressed much more than it is. The paper which has one thousand subscribers in the town and none in the country will not be so good a medium for the advertiser as one which has five hundred in the town and five hundred going to homes in the surrounding farm territory.

Do You Read The Little Ads

Chances are that you do read them—all of them. On page 7 of last week's Courier there were nearly 50 of them. And others appeared elsewhere on the 16 big pages that made up the Courier of July 30.

These little ads offered for sale such varied articles as automobiles, fowl, a wrecking outfit, houses, farms, hay hoist, lighting plant, bears.

These little ads also called loudly for timber lots, housekeepers, children to board, nurses, tenements, houses, and other things.

They offered you furnished and unfurnished rooms, stores, tenements, autos to hire, opportunities for students.

They told you where, both in and out of town, to get excellent dinners, where to go for an enjoyable dance, where to receive treatment for tuberculosis.

These little one- and two-inch ads make reading, both profitable and interesting, for every reader of the Courier. If you don't read them, you may be the loser.

Do You Use The Little Ads

They are for anybody and everybody who wants anything. While most of them are local wants, they come from all over the country, one of last week's ads being from a town in the far-away state of Arizona.

These little inexpensive ads are read by thousands of people, and the people who insert them are constantly telling us that they "do the business" "Take out my little ad; I have got what I wanted," is frequently said to us here in the Courier office.

Courier readers can make excellent use of these little one- and two-inch ads They can use them to secure helpers, get a job, hire or let a tenement, or rent or sell a house, find lost articles, sell an auto, and to supply the dozen and one wants of our daily lives. They are very inexpensive—1 inch 3 times for 1 dollar It would be indeed strange if some people among the twelve to fifteen thousand Courier readers did not want anything that could be offered in a little Courier ad. Those who use them are not slow to tell us that they are worth far more than they cost.

Bring these little ads to the Courier office, or send them by mail, with remittance to cover cost of publication, and watch out for results. If people could but realize their value there would be a page of them every week

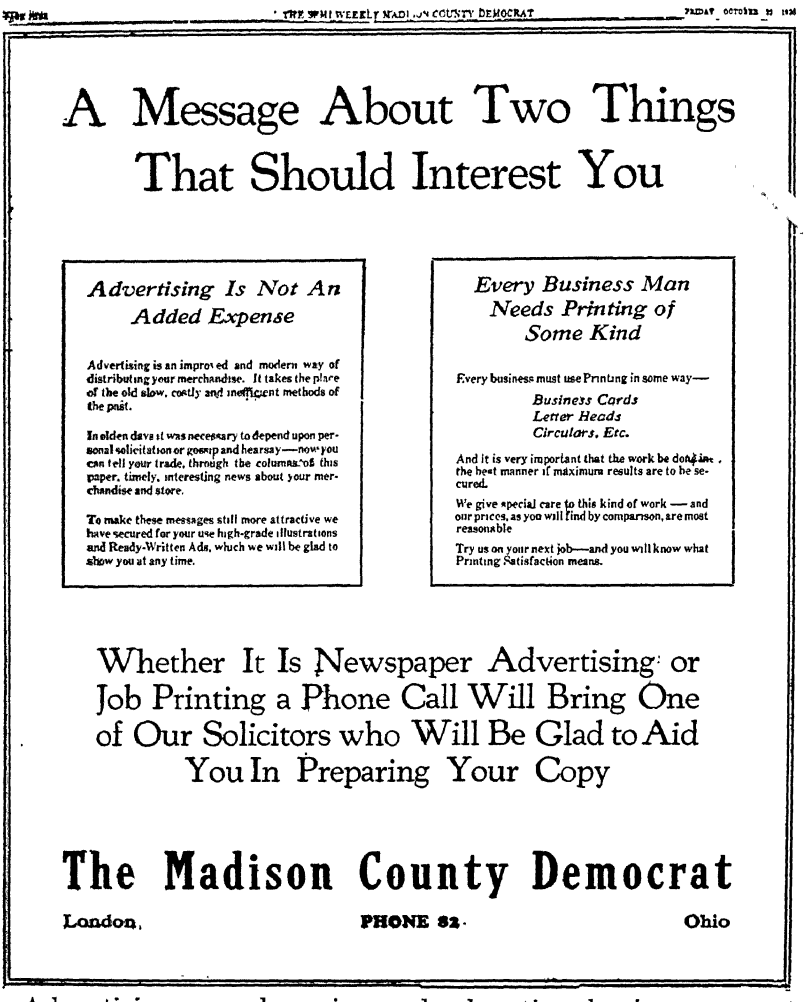
Self-advertising used by the *Rochester* (N. H.) *Courier* to sell classified advertising. The many uses to which the "little" ads can be put are forcefully presented to readers. The copy is good strong selling talk.

Boosting merchandise sales was the idea in the mind of the editor who ran this self-advertisement. Commodities which are sold at the newspaper office can be forcefully brought to readers' attention in this way.

Services to help the advertiser in the preparation of better copy and, therefore, in getting better results should be advertised. A new matrix service recently ordered, which has many suggestions for local merchants, will aid them materially in preparing copy, and they will want to be informed of this and shown how to use the service.

A new rate established for those advertisers who have not been using space or a new rate for a certain kind of advertising, is worth calling attention to if it is really a new rate and

not a "cut rate." If the editor starts cutting rates, the best thing he can do is to keep it a dark secret.



THE SEMI-WEEKLY MADISON COUNTY DEMOCRAT — FRIDAY, OCTOBER 23, 1936

A Message About Two Things That Should Interest You

Advertising Is Not An Added Expense

Advertising is an improved and modern way of distributing your merchandise. It takes the place of the old slow, costly and inefficient methods of the past.

In olden days it was necessary to depend upon personal solicitation or gossip and hearsay—now you can tell your trade, through the columns of this paper, timely, interesting news about your merchandise and store.

To make these messages still more attractive we have secured for your use high-grade illustrations and Ready-Written Ads, which we will be glad to show you at any time.

Every Business Man Needs Printing of Some Kind

Every business must use Printing in some way—

Business Cards
Letter Heads
Circulars, Etc.

And it is very important that the work be done in the best manner if maximum results are to be secured.

We give special care to this kind of work — and our prices, as you will find by comparison, are most reasonable

Try us on your next job—and you will know what Printing Satisfaction means.

Whether It Is Newspaper Advertising or Job Printing a Phone Call Will Bring One of Our Solicitors who Will Be Glad to Aid You In Preparing Your Copy

The Madison County Democrat

London, PHONE 82 Ohio

Advertising an ad-service and educating business men to use advertising and good job printing is the method used by this country paper to get and hold new business.

(5) *Merchandise for sale.*—Most country newspaper offices handle various office supplies for sale. These may include typewriter ribbons, carbon paper, typewriter paper, plain writ-

ing paper and envelopes, fancy stationery, books of all kinds, maps, folders, blanks, blotters, manila mailing envelopes and many other things. A weekly display advertisement on one of the kinds of merchandise the office handles will boost sales. The readers now so common are all right if they are run below a cut-off dash and with other advertisements. Price advertising is sometimes profitable in selling merchandise from the print shop just as it sometimes is in other advertising, provided it is legitimate price advertising. A caution must be taken that the emphasis is never placed on cheapness; a low price associates itself in the mind of the reader with poor quality.

(6) *Job Work.*—Few country newspapers are without a job printing shop, and all the products of that department can very profitably be advertised at some season of the year. In this the editor may advertise the rapidity of production and the quick service he can give. The many different jobs that can be printed in the country job shop will be a revelation to readers. Residents of the small town as a rule have no idea of the variety and excellence of work that the average country job shop can turn out. They know, of course, that envelopes and letterheads are printed pretty well, but they do not appreciate the color work, book work, binding, and often embossing that the country printer can do. The job shop will always be a very lucrative part of the business if it is properly advertised.

(7) *Community Loyalty and Cooperation.*—One of the strongest appeals that the country editor can make in his advertising columns is the appeal to community cooperation. The newspaper is trying to boost local people and local institutions. It is trying to make the community the best in the country. The editor believes in trading at home and by letting this be known he is giving all prospective advertisers the greatest possible help. He is giving them an opportunity to sell their products through a medium that has established a reputation for being loyal to the community. Why shouldn't he call attention to this fact? The spirit of belonging that can be developed through the newspaper—the idea that can be conveyed of patronizing home institutions because they are a part of their community—will secure readers for the

Always On the Job!

FOLKS are spending a lot of money today for insurance. You buy protection against loss by fire, windstorms, theft, injury and even death. Premiums may seem high, but you know the benefits are worth the price.

There is one form of protection, however, that all of us in this community enjoy every day *and it does not cost us one cent!* We never can know how many lives it has saved, how much sickness it has prevented, how many hours of contentment it has brought to our homes.

This protection is the service rendered by the business men of our town, who quietly and faithfully meet our daily needs. No matter what emergency may face us, they continue to supply us with food, shelter, clothing and the other necessities of life.

You will find their ads in this paper. They solicit—and deserve—your generous patronage. *They are your friends in time of need!*

Read the Ads in this Paper

and save yourself money by trading at home

The purpose of this ad was to build up the local community by educating readers to trade with local merchants and to use the advertising columns of the home-town paper as their buying guide. This is one of many self-advertisements issued by a syndicate service and used by many country newspapers in their campaigns.

paper and more advertising at the same time. Country people do not need to be convinced of the value of such methods so much as they need to be reminded of them. Community loyalty makes a strong appeal.

(8) *Window Display and Sample Advertising.*—In times now almost prehistoric, the country newspaper office used to have in its windows a display of the prize crops of the year. The biggest pumpkin grown in the county, the tallest corn and the best-filled wheat that could be found in the neighborhood, had a place there. For a time it looked as if this custom were doomed to become a relic of a past age. Recently, however, many country editors have begun to realize that there is much value in such displays. Some editors secure samples of the best crops in their community and put them in the window, with a card telling the name of the farmer from whom they were secured. Passers-by are shown something of interest to them and eventually they come to look for something new and worth while in the window of the country newspaper office each week.

The value of such a display depends upon the manner in which the display is made and changed from time to time. There is no reason why the newspaper's windows should not be used just as the merchants' windows are; and, furthermore, these exhibits will furnish material for many good news stories. Townspeople and farmers will soon get the habit of bringing anything unusual and interesting in to the editor for his window show.

Samples of the various jobs of printing that can be done in the country shop also make a good display. Good printing is worth looking at for its inherent beauty. The best jobs that the shop has turned out can be pasted upon a dark background of Bristol board and artistically arranged in the window. Some editors find it profitable to display such samples on the walls of the editorial office so that all who come into the office will see what the country shop can do. When the idea suggested above of using prize products for display is utilized, the printing samples can often be a part of the display. Drawing attention to the newspaper and the services it can give, will make sales much easier for the solicitor.

(9) *Direct Advertising.*—In laying special emphasis on the value of using the columns of the paper, one need not forget that the editor can play the other man's game also and can place his service before the people by direct advertising. Blotters, printed with the newspaper's name on them together with some good, live suggestions for using printing, have been found to be worth much more than their cost. A blotter is generally kept in use for several days so that the message it carries is presented to the user at successive times. They are easy to produce and easy to distribute.

The individual scratch pad is also one of the best ways of advertising the paper. Everyone needs a scratch pad, and when this pad is made in a neat, convenient size and printed with the name of the customer on it, there is every possibility of its being used. Some papers send greeting cards at the various holiday seasons to all prospective and regular advertisers. People like to be remembered, and when they see that the editor has enough interest in local citizens to keep in touch with them they are much more inclined to remember him. Folders and pamphlets neatly printed, announcing what the country shop can print, are also used.

The value of all direct advertising lies in making it appear attractive, and in securing for it some assurance of its being kept before the customer for a reasonable length of time. Folders which are not interesting, but dry, and leaflets which are of no practical use, generally go into the waste basket before they have a chance to get the message across.

(10) *Creating Direct Advertising.*—There are many considerations governing the designing of effective direct advertising material which the editor cannot afford to neglect. The laws of advertising all hold for the newspaper's advertising, just as they do for any other, and since the shop is judged by the kind of material it puts out, too much attention to these booklets, folders, etc., cannot be given.

To get the maximum repetition value from all direct advertising, it is necessary to make sure that every piece maintains the same style and characteristics of every other piece. The newspaper must have a personality if it is to be remembered, and direct advertising can give it this personality. No booklet

or blotter ever sent out made a sale by itself; its value is in securing part of the cumulative effect necessary to create a strong demand.

It is much easier, and also much less expensive, to advertise companion articles at the same time than to advertise each one separately. A blotter calling attention to the need for envelopes is much stronger if letterheads and other stationery are also mentioned.

All direct advertising depends for its effect upon the fact that it keeps the product before the prospect, and it will readily be seen that more frequent mailing will give the better results. If each prospective customer has his attention called to a service twice a month, he will be kept more interested than if he is notified only once a month. A semi-monthly mailing of less expensive material is better than using elaborate advertising less often.

Too much direct advertising seeks to sell a product before the reader is convinced that he has need for it. Before trying to sell something, a demand must be created so a large part of all direct advertising can profitably be concerned with showing the reader that he needs the service in question. If he is shown how other men have successfully used the service, he is more easily convinced that he needs it.

The one thing that the editor or manager of a job shop cannot afford to forget is that *his direct advertising is his business on paper.* Can you imagine the impression a prospect gets from seeing a piece of abominable printing which tries to tell him how excellent is the product of the shop which printed it, or of seeing his name misspelled in a sample news item that seeks to advertise the paper? He is immediately disgusted with the printing concern or the newspaper, and he is then in no mood to think of buying. Nothing is so important for the newspaper as the correct selection of typographical materials, paper stock, inks, and good presswork.

Roger Wood writing in the *Inland Printer* gives the conscious appeals that should be found in printer advertising at intervals, in the order of their importance as: use, profit, distinction, character, confidence, prestige, quality, co-operation, ability, style, service, and price. It is a notable fact that he

lists "price" as the least important appeal the printer can make in his advertising. If the quality is right and the demand is created there will never be any trouble getting what the product is worth.

The law of diminishing returns tells the editor that a booklet is not twice as strong in effect as one which is half as large, unless all elements of the booklet are increased proportionately. If the copy is hard to read, due to any fault in printing, the effect of the whole is killed. A page advertisement is not twice as strong as a half-page, even when other things are equal.

The same law says that when a piece of direct advertising is mailed out, most of the returns will come in by a certain date and the returns will then be slower. To get the maximum effect from direct advertising, therefore, the editor must have another piece before customers when the effect of the last one is becoming appreciably less.

The extent of the mailing list that a country publisher needs is a debatable question, but the returns are always in proportion to the number of prospects, provided that the right names are on the list. The first thing for the editor to do in getting a mailing list is to determine who his prospects in the community are. It is more profitable to send only five hundred pieces out to persons who have definite and large printing wants than to send one thousand pieces to names secured promiscuously. The effectiveness of the advertising depends more on the quality of the list than on the number, but if the quality is good, more prospects will mean more business on the average.

(11) *Billboard and Moving Picture Advertising.*—Recently some country papers have been utilizing the billboard idea to advertise themselves. This is a form of advertising much used by certain big city dailies, and that it gets some results cannot be questioned. The objection raised to this kind of advertising is that it cheapens the paper and in the long run does it more harm than good. In spite of this fact, it must be remembered that many of the best products on the market today have been brought before the public largely through billboard advertising. It can never take the place of advertising in the newspaper,

and practically every concern that uses billboard advertising also uses the newspapers. Each editor will be the best judge of the value that billboards can be to his paper and whether he can ethically use them or not.

Newspapers in the smaller towns have successfully used motion picture advertising in recent times. In some cases the editor has had a film made of the operations necessary to the printing of a piece of news from the time the reporter gets the story until the paper is delivered. This was found to be a subscription booster. Other papers use a short selling feature at the beginning of the show. Unless a new film is purchased at quite short intervals, this sort of advertising becomes dead and of little value. Slides are also used in the smaller towns to draw the attention of the moving picture public to the service performed by the local paper. There is always a great possibility of such advertising becoming a joke because of the repeated showing of the same old argument. Any advertising stunt depends for its usefulness on the interest it creates, and moving pictures or slides are no exceptions to the rule.

(12) *Taking Advantage of Special Occasions.*—Certain times of the year offer the country editor a chance to advertise his paper to greater advantage. One editor uses the holiday season to get in some "good licks." He does this by furnishing Christmas paper free, which can be used to wrap up small bundles. His name and slogan are neatly printed on the reverse side of all the paper, and this is not conspicuous when the parcel is wrapped. He does not intend that people should use this paper to wrap gifts which are to be sent to friends, although many of them do; but that they shall use it to wrap purchases in the stores until they can get home and wrap them properly for mailing. The paper is placed in stores and is always used up before the season is over.

Another editor never fails to get out a special edition whenever there is a convention or meeting of any importance in town, and sees that everyone attending that meeting is supplied with a copy of the paper. He furnishes a live news service of the happenings at the meeting, and has found that the time and expense it takes to get out the edition have never failed to bring him more business.

A revival was used by one country editor to boost his sub-

scription list more than two hundred. Arrangements were made with the evangelist to report in full each of his sermons in the paper the day following his delivery of them. A reporter was kept at the meeting place during every service, and the paper advertised the news service it was giving, in its own columns, and by direct advertising placed in cars and given out at the door at the end of the meeting. Results were greater than the editor had hoped, and the feeling of the pastor and those attending the sermons was that the paper was helping the cause very much by such a service. Whether this method would be a good one for every editor is a question each must decide. It is sufficient to note that there are many occasions which afford the country editor a chance to place his product before the public if he will take advantage of them.

Publicity Stunts. Community Enterprises.—Many kinds of publicity stunts have been used in the country editor's campaign to advertise his paper. Any community enterprise which will succeed in getting the name of the paper before the public, is effective self-advertising so long as the enterprise is in accord with the editor's code of ethics. Baseball games and tournaments, athletic contests of all kinds, beauty contests, strength contests, programs of races, home-talent dramatic productions, circuses, both amateur and professional, series of entertainments, stunt attractions such as the "human fly," and thousands of other things, have been sponsored by newspapers in the endeavor to advertise themselves. The results from such publicity stunts have in many cases proved the idea to be valuable. In other cases the stunt has proved a dismal failure. Probably no rule can be made which will help the editor determine when and when not to use a publicity stunt. If any is used, however, it will be found that something engaging local persons or connecting closely with a local event will be the best.

Assisting with community enterprises often gives the newspaper a chance to advertise itself. When a new swimming pool is to be built, or needs to be built, the newspaper may take the lead in collecting subscriptions for the work. When the tourist park needs repairs, the newspaper tells the public of the fact and acts as manager for those who will donate work toward fixing it. When the Red Cross begins its drive

for members the newspaper receives fees and turns them over to that organization. When a merchants' exposition is held, the newspaper covers it as a news event and also gives various prizes to promote it. Very often, too, the newspaper takes the first step in promoting community enterprises. Summer festivals and winter carnivals are every year successfully held under the direction of newspaper workers. All such activities advertise the newspaper in a very beneficial manner.

Publicity stunts, and the promotion and direction of community enterprises, are attempted not with the idea of gaining many subscribers during the time of the stunt. Good will secured through promoting community enterprises results in increased business in the months which follow.

CHAPTER IV

Circulation Problems and Helps

Value of a Good Circulation.—The functions of any newspaper cannot be fulfilled unless that newspaper is read by a representative number of the citizens in the community in which it is located. There are editors who disregard the necessity for keeping up the subscription list, but these editors are either running a subsidized newspaper or are depending for their income on printing which is gained in some unfair way. The editor that is dependent upon the good will of the community, and upon the advertising revenue that he can legitimately get, must depend upon his subscription list to give him a right to that revenue.

News is the *sine qua non* of all newspapers, and local news is the reason for the existence of the country newspaper. Obviously, news cannot be news unless it is read. Unless readers can be interested in the paper to the extent that they believe it worth the price of a subscription, the paper will never have a claim to the title of a good advertising medium. Since the first and greatest function of a country newspaper is to give all the news of its community, a large number of the people of that community must read it; which means that it must have a comparatively large subscription list to get results.

Advertisers do not take space in a paper that goes to only fifty or one hundred readers unless those readers all have the same technical interests. The country newspaper is not a technical publication; it is a general publication for a specific community. To secure advertising the editor must convince the prospective customer that the readers of the paper are sufficient in number and of the right character to bring business to that advertiser. The first question an editor must answer for any advertiser who knows what he is about is: "What is your subscription list?" and the second one is: "Where does your paper go; that is, into what kind of homes

and in what locality?" Unless the editor can give a satisfactory answer to these questions, he does not get the advertiser's business. To reply effectively, the editor's paper must have a bona fide subscription list of the right character and in a large enough number.

What Constitutes a Good Circulation.—When an advertiser selects a newspaper in which to place his advertising, he not only considers the number of subscribers to the paper but he also considers the quality of the subscription list. For the country newspaper, the subscribers of the best quality are residents of the town in which the paper is located and in the surrounding country. Merchants want to reach the people who live in the town and who should be trading with them. Ten subscribers who live in the town are more valuable to the local merchant than fifty that live in another state. Advertising should bring sure and reasonably quick service, and this can be possible only when the people who are to act on the advertising are within buying distance. It is true that there is value in having a large number of readers, even though they be scattered over the whole United States, but there is more value to the local merchant in having a good number in the home town.

The country newspaper that neglects securing subscribers from the country immediately surrounding the town is tolling its own death knell. These people, farmers and workers, are within the buying radius of the town, and the local business men depend upon their trade to a great extent.

The question has been raised whether it is more important to have many subscribers in a large territory or a lesser number in a smaller territory. Today advertisers are coming to consider a thorough coverage of territory a better index of the newspaper's popularity than merely having a large subscription list. The paper located in a town of five hundred that sends a copy into four out of every five homes, is obviously a better advertising medium for that town than the paper that has a subscription list many times larger but which sends a paper into only one home out of five.

National advertisers have for a long time considered the newspaper with a paid-up subscription list the best advertising medium. There is reason to believe that the editor who carries much "dead wood" on his subscription list is not putting out

the best paper that he could. If the subscriber does not appreciate the paper enough to keep his subscription paid up, he cannot be considered a prospect for the advertiser. The country paper strives to make the best showing possible on the A. B. C. rating, and this rating will not be high for the paper that carries unpaid subscribers on its list.

It is seldom that the question of the kind of homes into which the papers goes will have a serious effect on the soliciting of advertising. It is true, nevertheless, that the paper which depends for its subscription list upon any one class of people will lose money and prestige. Generally the residents of a country town have about the same standard of living. When there is an element that lives in one section of town and has a different standard of living from the rest, the editor cannot depend upon this class for his subscribers even though they may be more kindly disposed toward him than the others. In cases of a foreign element, the editor can devise means of reaching them and making them a part of the community.

The most valuable subscription list for the country paper has these qualifications:

(1) Thorough coverage of town residents.

(2) Thorough coverage of residents in the country surrounding.

(3) Paid-up subscribers.

(4) An intensive coverage, rather than many subscribers far away.

(5) Subscribers that are representative of all classes.

Subscription Selling Points.—Pleasing the public is, in the opinion of some, the only way of getting a satisfactory subscription list. In the broadest sense this is true, for the reader must find in a newspaper those things that he considers should be in a good newspaper if he is to buy it. The country editor will find himself in no end of difficulty if he takes the suggestion literally and resolves to do nothing and write nothing that will not "please the public." This mass of people that is known as public has many ideas, and they do not all coincide. The country editor will decide, after trying to please everybody, that he is perhaps in the position of the old man and his son who lost a perfectly good donkey through such a pro-

cedure. If he succeeds in pleasing everybody there is need of another good fable to pass his wisdom and method on to other editors.

What should the editor strive to do that will sell his paper for him? A better answer than the one given above to this question is that he must put out a paper that the residents of his community want to read, not particularly because they are pleased with everything the paper contains, but because they realize that the paper is a necessity in their lives. He must cover the news of his community so completely and so accurately, fairly, and sympathetically that not to read the paper will mean to be embarrassingly uninformed on what is current. He must interpret the news in his editorial columns in such a fair and intelligent manner that not to read the editorials will mean being ignorant of the issues that affect home-town folks. He must give everybody in his community an advertising service which will intelligently guide them in buying what they need and which absolutely can be relied upon to be truthful and clean. He must keep the people of his community informed on every subject that they should take action on; and he must use discretion in the way he attempts to exert influence. Besides this, he must always be on the alert to tell his readers what he considers the wisest practice in times of doubt and crisis.

If he can do all this, he will sell his paper, for he will be giving the people a newspaper that they feel they need. Never should he let the bugbear of "pleasing the public" frighten him into saying anything in his editorial columns, or printing anything in his news columns, that he feels is not for the best interests of the community. He must have a first-class newspaper, of course, but he must stand for right principles always.

Contests.—Although there have been many arguments advanced against the use of contests to gain new subscribers, many of the best papers in the United States still use them with much success. The weakness of this method is not inherent in the idea of having contests, but rather in the kind of contests used by some papers. The contest idea is worth consideration, for the interest in a good newspaper that can be stimulated by contests is greater than by any other method known. It is based on the fundamental principle that every

person wants to be first among the first. All people are the same in this respect, for they feel that where there is a chance to win something it is opportunity knocking at their door. Generally in newspaper contests of the right kind there is nothing for the participant to lose, since he does not have to invest any money and the time spent is usually less than he would have to spend at anything else which promises as much in return. Perhaps there is much truth in the saying that "Every man is a born gambler." There is a thrill in taking a chance, even if one wins nothing. It is capitalizing on this trait of the human race that makes the appeal in newspaper contests so strong. When the right kind of contests are used, they will be found to produce good results.

Valuable Contests.—What is the nature of these contests that have in the past proved to be good subscription getters? Reduced to a principle, the nature of them is that they are EFFECTIVE SELF-ADVERTISING STUNTS. This is where they differ from the type of contest that does more harm than good. The main idea behind a good contest is that of bringing before the public eye the best points of a good newspaper. In the good contest the paper is advertised without making the reader or the participant of the contest feel that the only interest the editor has in putting on such a contest is to make money. The contest is "sold" on its own merits, not as a mere device of the editor to make a profit.

Usually in such a contest no attempt is made to bring in a large number of subscribers while the contest is going on; they will come later. There are no votes given for the number of subscriptions each contestant gets; the contest has a different purpose. It aims to get the people interested in the paper and what it is doing, stressing all the while the merits of the paper. Obviously this kind of contest cannot be criticized as having the faults that the more common kind of contest has.

Another point in favor of these contests is that they may stretch over a longer period of time than the "give-away-free" type, and many of them can be staged with a much smaller expenditure of money than one of the other type. It is important for the editor to keep his paper before the eyes of the people all the time, not just once in a while. It is true that this type of contest may not arouse enthusiasm to the degree

that one which has a $5,000 prize in it will, but it is also true that it will arouse a more lasting interest in the paper and that the effect of several *good* contests will be far more beneficial than that of one questionable one.

Types of Valuable Contests.—Some of the best newspapers in the country are using contests today. The *New York Times* recently held one in which the object was to write an advertisement, specifying the kind of typography to be used, and using the copy that was furnished by members of the *Times* staff. The copy was all concerning the *New York Times.* In it were stressed the important features of the *Times;* that it was a newspaper in the truest sense, having no comics or picture section; that it printed reliable news, etc. When these specimens came in, the *Times* printed them in a neat booklet and sent them all over the U. S. As a result, the *New York Times* is getting the value of having many men and women read about the good features of it more times than they could have done in any other way.

Recently the same paper conducted a contest in which the object was to write an essay on a subject connected with itself. Evidently the *Times* feels that good contests are good business.

Other city newspapers have successfully used contests in which a coupon was run in the paper, stipulating that such a coupon would count for one vote for the person whose name was filled in. The subjects of these contests have been everything from the election of the most popular or most beautiful girl in the county or state to the election of Andy Gump or Uncle Walt to Congress. There seems to be nothing that cannot be made the subject of such a contest as long as it promotes interest in reading the paper and ties up with something before the public eye. No doubt this can be carried to excess, but if judgment is used in the kind and number of such contests the results will be beneficial.

One country editor has successfully used contests on identifying movie actresses. In connection with this he called attention to the reviews of motion picture plays that were run in his paper and always printed an advance program of the coming attractions. This has proved profitable both for additional advertising secured and new subscriptions.

The *Mississippi Sun* at Charleston, Mississippi, aroused a

great deal of interest in itself and local merchants by organizing a treasure hunt for Boy Scouts. Merchants contributed checks to make up the treasure and the editor of the *Sun* devised a message in code which told where the treasure was buried. This message was printed in the paper and the contest was well advertised before it began. No doubt many of the Dads tried their hands at figuring the directions out, but if they did it was more advertising for the *Sun* and local merchants.

To prove that the paper was read by many people one country editor printed a notice like this: "To the boy or girl under the age of 14 who brings this notice to the office of the —— before 9 o'clock Monday morning we will give a real indelible pencil." There were more children there on Monday morning than the number of pencils the editor had provided. This was an effective means of arousing interest in the paper and of proving that it was read.

Contest Prizes.—Nearly every tangible thing that is movable, and some intangible things, have been given as prizes in newspaper contests. Expensive automobiles have been given by some, and other prizes have ranged from a piano to a "puff" in the home town weekly. Some principles should govern the giving of prizes if the contests are to be worth while. Money may be given for the prizes, and this is usually the best way to arouse interest in the contest, but if monetary prizes are used the editor should make sure that he is not putting more into the contest than he can reasonably hope to get out of it. Also, he must beware of offering too large a prize and thus making the people think that he must be making a large profit from the contest. There is a saturation point for every contest and it will take some close figuring to determine just when the prize offered will be large enough to furnish the greatest return. No prize should be given that will cost so much that the results are not worth the time and money spent.

Many editors believe that money does not make the best prize. They have found that when there is a monetary gain to be made the contest does not draw attention to what the paper is worth but only to the coin itself. For this reason they advocate the use of something that is related to the newspaper or something that the newspaper can get at little ex-

pense. Things which are in themselves educational have been found to be the best. For this purpose maps, guides, subscriptions, books, magazines, stationery, desk sets, dictionaries, and many other useful articles have been used. The publication of winning stories and essays serves as good material for following up a contest.

Subscription Price.—While the revenue from subscriptions is generally much less than that from advertising, it is nevertheless an important source of income for the country publisher. The price charged for a year's subscription varies so much throughout the United States that no one can say just what the right price should be for every paper. Most of the weekly newspapers studied in a survey made by the writer in 1926 charged two dollars a year, but there were some that charged as little as one dollar a year and some that charged as much as five dollars a year. In general it may be said that the type of paper being put out, the news service that is being given, and the expense of publication, should be kept in mind when the subscription price is determined. Certain it is that the editor should have enough from his circulation to pay for the advertising that goes to increase that circulation, and also something to pay for the print paper that it takes to print his list.

How much of the money received from circulation should be put back into it, that is, spent in getting more subscribers and holding the old ones, is also a disputed question although most publishers figure that not more than half of the circulation income should be spent on building circulation. If it is figured —as most editors do figure—that the subscription income should be one-third of the total revenue, the editor has only a simple computation to determine what he shall charge. This is of course no reason for charging a price clearly out of proportion to the worth of the paper. The fact that the advertising is paying two thousand dollars a year and the subscription list only five hundred dollars is no reason for the editor to increase his subscription price to three dollars a year when he has only two or three hundred subscribers. When the saturation point has been reached and the circulation income is still too low, the editor has some reason for increasing the price. Often the subscribers are few because of the lack of

initiative on the part of the editor, in which case he should not think of increasing the return per subscriber but rather the number of subscribers. There is no defense for punishing the old subscribers because the editor has failed to get as many as he could with a little effort.

There are times when it becomes necessary to increase the subscription price although there have been no improvements made and the paper is no better than before. For instance, during the World War print paper took a decided leap, and publishers were paying more than twice as much for it as they had previously paid. It was necessary either to cut down the reading matter of the paper or to raise the subscription price so that the increase in the cost of print paper would be covered. Most editors chose to raise the price, and while some subscribers refused to pay the new price there were fewer lost than there would have been had the quality of the paper been lowered.

Practically the same considerations hold for the small daily in regard to the subscription rate as for the weekly, when the fact of the greater number of issues is kept in mind. The cost of print paper and ink will be proportionately more as well as the other costs of publication.

In view of the fact that most country weeklies are now charging two dollars a year for the subscription price, this figure would seem to be the most logical one to use until the publisher has had time to determine his costs and fix a price that will cover his own expenses.

Aside from the fact that the revenue from circulation must help defray legitimate expenses, there are other considerations in fixing a subscription price. Human nature is pretty much the same the world over and what a person gets for nothing he is likely to value little. Unless people are willing to pay a fair price for the paper, they are not going to be good readers and are not going to regard the paper as worth reading. The same caution applies here as in the discussion of giving the paper free for a certain length of time. Advertisers today have learned to examine a publisher's subscription list before they insert advertisements, and they will not take space in a medium that has a number of subscribers who do not value the paper enough to pay for it.

Premium Method of Getting Subscribers.—The practice of giving something free with each subscription to the paper still obtains in some country offices. These premiums include everything from a pencil or a package of envelopes to kitchen utensils. They are purchased by the newspaper in large quantities; but even when so secured, they add a big item to the country editor's already large expense account.

Most of the successful editors in community journalism are of the opinion that the use of premiums to increase circulation is not a good method. The cost of the premiums is one point against their use. The tendency for persons to regard anything cheaply secured as of little value is a far greater argument against premiums. The worth of anything is to some considerable extent measured by the price at which the owner holds it. If he doesn't believe that his product is worth a certain definite amount, no one else will realize its value.

The newspaper is a product which differs greatly from other products. To be of any value, a newspaper must first be read by members of the community and then must be believed. Readers must come to think that the medium used by local advertisers is a truthful, clean, complete, reliable purveyor of local news. They must be convinced that this newspaper is worth every cent of the subscription price which is asked for it.

If premiums are given, readers can never be convinced that the newspaper is the kind of medium described above. The very fact that the editor feels it necessary to offer something as an extra inducement, shows the reader that the editor does not believe his paper is worth the subscription price. Too often the prospect subscribes mainly to get the premium. He will never be a steady, thorough, trusting reader of the paper.

Many advertisers will not patronize the paper whose circulation has been built through premiums. Advertisers prefer readers who believe in the paper's worth enough to pay the subscription price for it. Only with such readers will a newspaper be a powerful advertising medium.

Personal Solicitation.—The science of selling subscriptions, either new or renewal, by personal solicitation is learned only after much experience. The methods used by one successful solicitor will be entirely worthless for another, so much

depends upon the solicitor's own personality. Since the qualifications of a solicitor will be further discussed in another chapter, only those suggestions which will help in getting subscriptions will be given here.

(1) Too much talk will disgust any prospect.

(2) Show the prospect the general features of the paper first.

(3) Next show him those features in which he is most likely to be interested.

(4) Always show him the news of his own community.

(5) Show him news stories of actions affecting him as a taxpayer.

(6) Keep the sample paper in your own hands until the sale is completed.

(7) Tell the prospect the names of other subscribers in his neighborhood.

(8) Learn the prospect's objections to subscribing before mentioning price.

(9) Answer the objections without casting slurs on another paper.

(10) Never use a sarcastic remark.

(11) Mention the price only when everything else has been said.

(12) If the price is the only objection, try to explain the fairness of it in comparison with other services.

(13) Don't repeat the same arguments unless the prospect brings up an old point.

(14) Don't try to evade answering a question; be big enough to admit the facts.

(15) Be sure to convince the prospect of the necessity of an advertising guide for safe and economical buying.

(16) If you refer to the paper as a community institution, make sure that the prospect doesn't subscribe just because he wants to help the community.

(17) Never make a cut in price.

(18) If you cannot sell the prospect, thank him for his time and leave him in a gentlemanly manner.

Renewals.—The problems of circulation are two: to get a subscription list large enough to make the paper a good advertising medium and to pay expenses; and to hold those sub-

scribers after they have once been on the list. Of the two problems the second is the more difficult and the more important. It is of course not always easy by any means to go out and get new subscribers, but the getting of new readers does not require the constant effort and attention that getting renewals does. This is a job that the editor must keep at constantly, for subscriptions are expiring every week and that means that these readers must be told of the expiration and persuaded to send in the money for another year. If the renewals are neglected for one week and the paper stopped when the subscription expires, it means that several persons have been offended because they were not notified in time. Getting renewals is therefore one of the big jobs of the country editor.

It is more important to get renewals than new subscribers for another reason. The people who have read the paper for a number of years are generally the ones who make up a good circulation—that is, they are representative citizens to whom the advertisers can sell their products. They are the editor's stable reading list, the people for whom he writes every week and those upon whom his business depends. Many of them have subscribed to the paper for years, and they will still continue to take it if their attention is called to the need of renewing. They have previously been sold on the good points of the paper by personal solicitation, and so they do not need a long selling talk again but simply a reminder that they have not renewed. A reader who has been subscribing to the paper many years is worth far more than a new one since the new one must be sold on the paper during the first year. The new subscriber is not dependable and may or may not value the paper very highly before he has come to depend on it every week for the community news.

Methods of Getting Renewals.—It would take considerably more than one book to describe all the methods of getting renewals that are being used by country newspapermen today, but the principles of some of these methods can be briefly discussed here. It will be remembered in dealing with the problem of renewals that the editor does not need to put out his selling story as he does to the new prospect, but that his job is now to call the attention of the slow payer to the fact

that he should pay up. A second caution is that this must be done in the most effective and yet the least offensive way possible. The writer is familiar with one situation in which the editor decided that he would stop all subscriptions the day they expired and simply send a notice to the subscriber that his name had been dropped for not paying up. The result of this method was that many old subscribers took offense at the surly-sounding notice and stopped taking the paper. That is one illustration of a case in which a more friendly procedure would have been more effective. This is the notice one editor runs in the paper to warn subscribers of expiration: "Expiration Notice! If a cross is marked through this space it is a significant hint that your subscription has or will expire in a few days. Paper stops when time expires."

Another method used by some for getting renewals is simply the use of a red line drawn under the dates of the subscription, which is printed on the front page near the mailing name and address. This is sometimes very effective, but is often overlooked if the name has not been stamped in a conspicuous place. If it is seen, it effectively calls the subscriber's attention to the expiration.

THE PLAINDEALER ACCOUNTOMETER

The operation of the Accountometer is based upon the current month's audit of Subscription Accounts. The red line indicates present date. The line at top shows how far in advance subscription is paid. The lower line shows time and amount of back subscription due.

Name .....

Plaindealer Subscription Paid to.....192...

Plaindealer Subscription Due From.....192...

$.....Will Pay Subscription To.....192...

We enclose an addressed envelope. If the record is not correct, please let us know at once. If found correct, the envelope may be used in forwarding remittance.

Courteously yours,
THE CHATSWORTH PLAINDEALER

A card used to notify the subscriber that a renewal is necessary.

The use of a slip which is put in the issue with which the subscription expires has proved helpful to many publishers, because this slip is certain to fall out of the paper when it is opened or to be noticed when the paper is unfolded. If these slips are printed on colored paper their power of attention getting is increased. Generally such a slip not only contains a notice of expiration of the subscription but also a request to renew as soon as possible. A blank is furnished with the slip upon which the reader may renew by simply writing his name and address and pinning his check to the blank. This saves his time and patience and is in no way offensive to him.

Still other publishers have found that a more effective way of getting renewals is by a personal letter sent to each subscriber when his time is up. The touch of personalness that a letter has sometimes means the difference in getting and offending a reader, and the cost of this method is more than repaid by the returns. An example of the personal letter appears below. It will be seen that the tone is first of all very friendly and that no attempt is made to make the slow payer think that he has committed some great crime. People hate to be made to feel that they have done something they shouldn't when the matter has merely slipped their minds.

Quite often one notice sent to the subscriber is not enough, and some editors have a regular series of form letters that they send out at intervals after the subscriber has failed to pay up. These letters are worked out with the thought in mind that most persons have to be reminded of a thing several times before they will get around to do it. It is of course much to the editor's advantage to get the money in as soon as possible but he must "make haste slowly" and yet make definite progress all the time. The first letter is little more than a friendly sort of notice to let the reader know that his subscription is soon to expire. This letter will bring in all the renewals of those people who are prompt in paying, but it will not move the slow payers. The second letter calls attention to the fact that the subscription expired some time ago and that the editor will be very glad to get the money for the next year so that the matter may be dropped. The third letter is a bit stronger because it is time the subscriber either paid up or was cut off

the list. Caution should enter here to make the editor careful that he does not put out a letter with a personal sting in it. In no case will a letter that offends do any good, for if business

THE CHATSWORTH PLAINDEALER

PORTERFIELD & RABOIN, Publishers

CHATSWORTH, ILLINOIS

Dear Reader:

In mailing a notice of expiration of subscription to our readers, we do not wish to seem unduly insistent about the matter of small accounts. We are sure our patrons will readily appreciate our position. Our accounts receivable are scattered in small amounts among hundreds of persons—undoubtedly all good—but not available for our use in the payment of our bills unless our patrons remit promptly.

Our records show that your subscription expired.....

.....19..... A remittance of $..... will

advance your subscription date to .....192.....

If this is not correct, will you kindly advise us, stating particulars, and if any error has occurred we will gladly accept the obligation of making it right.

Very truly yours,

THE CHATSWORTH PLAINDEALER

Porterfield & Raboin, Publishers

cannot be gained with businesslike, friendly letters, the prospect can better be dropped.

Cards upon which renewals can be made are sometimes used, and are sent out both in the issue of expiration and in separate

envelopes. They are similar in form and purpose to the slips used by other publishers, and are similarly effective. Leaflets which have in addition to the expiration notice and a blank on which to make the renewal, a selling talk, not like the one used by the personal solicitor but a more modified talk which aims to hold the subscriber rather than get him for the first time, have been used with some success by certain publishers.

Carrying Dead Weight.—There are still newspapers in the country that are being sent to scores of readers who have not paid anything on their subscriptions for years. While the tendency in recent years has been to cut down on the number of unpaid subscribers that are carried on the list, yet not a few editors persist in carrying "dead weight" in the hope that some day the reader will come in to square up his bill. This attitude, while it may show that the editor has much faith in humanity, is not a good one for the business of newspaper making. The newspaper business must be conducted as a business, just as any other enterprise is, and those who expect the editor to send his paper to them week after week when they do not pay for it are expecting him to perform an act of charity.

Stopping the paper on the exact date that the subscription expires has been found by some editors to be the best means of speeding up the slow payer. Others have tried the system and found that they lost more subscribers, and consequently more money, than they did by the old method of carrying the subscriber for a few weeks until he paid up. It is not easy to lay down a law which every editor shall follow in this regard. It is certainly true, however, that the editor who has educated his subscribers into paying when their time is up is always certain of his money and generally has a better subscription list than his fellow editor who carried his subscribers along. Furthermore, he has less trouble getting his renewals when the subscriber knows that the paper will cease coming at the date of expiration.

The practice that cannot be defended is that of carrying many names on the list when those people have not paid anything for a long period of time. The writer knows of one case where more than a thousand names were carried for several

months without any assurance that they meant to pay for the paper. Another editor had carried names on his list for from one to five years without hearing from the subscriber. This is clearly a waste of time and money.

The "Pay-in-Advance" Method of Making Collections.—Collections for subscriptions are the hardest collections the editor has to make, and one reason for this is the fact that many editors let their accounts drag along until there is no chance of straightening them up. The method that has been found to be most effective in getting subscription money is the payment-in-advance method, and once this method is adopted most of the collection worries of the editor-publisher are over. When a man has the paper sent to him for one year without paying a cent down for it, he is made to feel that it is a simple thing to get the paper without ever paying for it. Consequently, when the time comes for him to pay up, he lets the editor stop the paper rather than pay for something that he has already used. It is much simpler and easier to get the subscription money when the paper is ordered than at any other time. Readers do not mind paying in advance when they are given to understand that it is one of the business principles of the newspaper. They are made to feel that there is some value in having the paper, and the editor feels much easier about his collections.

Besides the relief that comes from knowing that it is not necessary to collect for a past subscription when the payment-in-advance method is used, the editor has the added advantage of knowing how much his income will be for the coming year. This is important for him to know as he cannot intelligently fix advertising rates or keep his accounts unless he knows what his income will be.

If the payment-in-advance method has not been in use, it will require some effort on the part of the editor to get his readers educated to the new plan. An effective beginning may be made by the use of self-advertising in which the need for such a system is told to the public. One advertisement alone will not accomplish the task of educating the reading public to this change, but a series of intelligently written ads will do it. After fair warning has been given that the paper is going to adopt the system, no time need be lost. There is sure to be

some fuss when the plan is actually put into effect because it will mean the cutting off of many tardy payers. However, if the editor has the courage of his convictions, he will find that he is well repaid for all the immediate trouble the change caused him by the results that come later.

CHAPTER V

The Value of Country Newspaper Advertising

Instead of asking business men to use the columns of the country paper in order that it may continue to exist, a practice that was common some years ago, editors of today sell advertising on the basis of its value to the advertiser. Sometimes the support argument was advanced after all others had failed and when the editor knew that he could get advertising in no other way. Very often it was the main part of his selling story because he did not know the value of his paper as an advertising medium. Before one can sell advertising in a country paper he must be aware of the potential value of his publication. If there is no value in advertising in a country paper it is not deserving of patronage, and if there is value in it the advertiser should be made to realize this fact. The country publisher cannot talk continuously about his large and growing subscription list, because it usually is not large. It may be growing, but it grows so slowly that the increase is very seldom a talking point. He must rely upon other qualities for his selling talk and he must know what these qualities are before soliciting.

Wherein does the country newspaper surpass the large city papers in quality of advertising space? What are the talking points for a solicitor who is selling advertising to local business men? What can the country newspaper offer the national and foreign advertiser that he cannot get in any other medium? What is the value of the country paper's *circulation* and why is it more valuable than the same number of subscribers to a city paper would be? These are some of the questions that a solicitor must know the answer to before he can sell advertising.

Coverage of the Local Field.—Although the country paper does not have many subscribers, they are distributed where they will do the most good to the local advertiser. If the circulation is what it should be, the field of the paper will be

intensively covered; it will have more subscribers in a given territory than any other paper or magazine that comes into that territory. The country paper cannot hope to compete with other publications over a large territory, either in news or advertising features. It must be devoted to the intensive cultivation of a small territory if it is to succeed, and the fact that the paper has complete coverage of the local field is the greatest selling point.

The trade territory of every town consists of the town itself and the country surrounding it on all sides, limited only by the boundary of the trade territory of the neighboring town. Merchants and other business men of the town depend for their patronage upon the people living in this territory, and they must have some way of reaching these people in order to sell goods to them. Here is where the community paper can help them more than anything else. The subscribers of the country paper are mostly residents of the town and that country around the town which is the merchants' trade territory. If the circulation department has done its work, this town and country has been intensively covered; a newspaper goes into a large majority of the homes. When the merchant wants to reach these people he can find no other medium that will come as near reaching all of the people as will the country paper. Most of the subscribers will be in the country surrounding the town, and this is another selling point for the advertising solicitor. Merchants have less need of advertising to people in the town than to those in the surrounding country because the town people can be reached by other means; some will pass the store and see the window displays; others will be told of bargains by their friends, but the country people must be brought into town by the salesmanship of the printed page. Having a majority of its subscribers in the trade territory surrounding the town, makes the country paper the most effective medium the local merchant can have.

The number of subscribers that live outside the trade area of local merchants will not be a selling point locally, but it will be valuable in getting national and foreign advertising.

Quality of Circulation.—The country paper has a better type of circulation than any other medium, and this is one of the things that makes advertising in its columns of great value.

The country paper goes into homes where the people have common interests. They are all of one community and are interested in what goes on in that community, depending for their knowledge of current events on the country paper which they read thoroughly. Not only do they read all of the news, but they read the advertisements which are part of the paper. These people have come to believe the things they read in the paper, because they know the editor is reliable and have read his paper for several years.

The circulation of the country paper is of high quality because of the class of people who read it. They are all people who have an earning power and who can buy the things which they need. They are not paupers, or residents of slums; they are respectable citizens with an income. The standard of living of one family is not much different from that of another family, so the same products will be salable to each one. If a product can be sold in the community, it can be sold to most of the subscribers of the country paper, a fact which makes the market as great as the community.

The quality of the country paper's circulation is better because it does not send the paper free nor use costly subscription contests to build up circulation. Very few country papers have secured their subscriptions in any manner but by personal solicitation. By far the greater per cent of the subscribers to country newspapers have come into the office and subscribed without being solicited. This is an important point. The fact that the majority of subscribers are anxious enough to take the paper, to come in of their own accord and subscribe for it, shows that they read the paper and believe it to be worth reading. This is of the greatest value to the advertiser. An advertisement inserted in a medium which has a reputation for honest and good news coverage, is worth far more than one in a paper which is noted for its many mistakes and prevarications.

Advertising space is worth more in the country paper because of the personal interest that each reader has in the paper. He may read the city papers for the news of the world at large, but he reads the country paper for news of himself and his friends. If he reads the ads in the city paper it is because they happened to fall under his gaze. He reads the

ads in the country paper because they belong to the paper that prints his name and those of the people he knows. The ads are a part of the paper, and the paper is part of his town. He feels that he owns part of the paper because he belongs to the community. There is no other advertising medium in which he has such a personal interest. If a book were published which talked about you and your friends and what you had been doing, wouldn't you want to read it through, even those parts which talked of something you didn't know about? You would read it all because of the personal interest you had in part of it. The great thing about the country paper is that every one of the subscribers has a personal interest in it.

The Association of Local News and Local Advertising.—Nothing contributes to make the country paper a valuable advertising medium any more than the association of local news with the advertising of local business men. It is clear what the effect of an advertisement would be if placed alongside news that held no interest for you. You would not stop to read the news, to say nothing of reading the ads. Good, live, local news is of the greatest interest to readers in any community. They want to read it to see what has happened, and what everyone has been doing, and so naturally they are going to notice the advertisements more than they would if the paper had no local interest for them.

Every man or woman who buys advertised goods has some community spirit. It may be buried deep, and the manifestations of it may not be evident to the casual observer, but the spirit is there. Would you rather buy what you need at a place of business where you know the proprietor or from someone of whom you know nothing? Most people like to deal with the men they know, and those that they know can be relied upon to make good any unsatisfactory purchase. The home-town newspaper offers the reader this opportunity of doing business with men that are known and are reliable. From this standpoint the columns of the local newspaper are more powerful than those of any other medium.

It is natural to expect to find like things in like surroundings. When the text matter of a paper talks about the things that concern residents of Johnstown, the reader naturally ex-

pects to see advertisements of things that can be purchased in Johnstown. An advertisement placed by a local merchant will fit in with the reading matter in the local paper, and this makes it more certain that it will be read with interest. It is no longer good policy to try to trick a reader into reading advertisements because in such a case he will not heed the message in them. He must be led to read them by the same things that lead him to read news, which in the case of the country weekly is his interest in the community.

The country newspaper is also the more valuable to national and foreign advertisers because of this association of advertisements and local news stories. If the readers had not learned to rely upon the paper they would not be willing to believe what the national and foreign advertisers have to say. Because the paper has given them, week after week, and year after year, correct accounts of what happened in the community, they believe that the editor would not run an advertisement which was misleading, even though the advertiser is not a resident of the community. Furthermore, the outside advertising would get less attention were it placed next to reading matter of general interest. National advertisers know this and that is why they request position next to local news.

Value Because of Clean and Truthful Advertising.—The value of an advertisement depends as much, or more, on the type of medium in which it appears, as upon the appearance and content of the advertisement itself. An advertisement placed in a medium that is known to be untruthful in its news and advertising columns is always discounted by the reader, and sometimes is completely ignored. Vast amounts of money are spent every year to overcome this distrust by the reader, but very little is accomplished unless the news and editorial policies of the medium are such that readers will believe in the paper. The advertising space in country newspapers is more valuable to local and national advertisers because of the nature of the advertising run in those columns. It makes an immense difference to the country reader whether he reads an advertisement in the paper with a reputation for truthful advertising, or whether he reads it in a paper of which he knows nothing.

Because of the nature of the small community, the country

editor has a better chance to keep his advertising columns truthful and clean. He knows the merchants well; generally they are personal friends. If he has established the right friendly relations with them they will give him advertisements which do not stretch the truth. He has an opportunity to see what they are going to sell and, if he wishes to, he may try out some of the product before it is ever advertised in his paper. If merchants have bargains to sell he can inspect the merchandise and see whether it is worth the money they are asking for it. He is right in town with them and this nearness to the place of business of the advertisers enables him to keep a close check on them. That many editors pay no attention to the merchandise advertised in their papers is true, to the everlasting detriment of their papers. This is one of the editor's greatest problems.

It is quite obvious that when a country editor allows his paper to carry patent medicine advertisements and those of schemers of whom he knows nothing, he will not long have the trust of the readers. Every time someone is fooled because of an advertisement in the country paper the value of the advertising columns decreases that much. The editor cannot use the reputation of his advertising columns as a selling point if he runs advertisements which he has not investigated. If he wants to be able to use the argument that he carries only advertising about products that he has tested, he will necessarily have to leave out the many advertisements of things about which he knows nothing. It is, therefore, of great advantage to him to bar from his paper most of the advertisements that come in ready-prints. Some of these are about products which are nationally known and which the editor has often used. Such a one is that of Bayer's Aspirin tablets. He knows these to be good and very useful in certain ailments. The quack remedy for various ills is one of the things to be barred. No medicine has ever been discovered that would cure all of the ailments that some advertisements claim a certain pill will cure.

The value of the advertising columns in the country paper will be materially increased also if the editor will investigate the products of foreign advertisers. When a store outside of the trade territory of the local town wishes to advertise a bar-

gain in the hope of drawing trade to itself, the editor should know what kind of merchandise is offered.

Value of Advertising Because of Editorial Policy.—Advertising space in the country newspaper is more valuable because of the editorial policy of the paper. We must assume when making this statement that the editorial policy of the country paper is what it should be. If it is the friendly, constructive, sympathetic policy that makes the most friends for everybody concerned and does the greatest good to the greatest number, this fact makes the advertising columns more valuable. What is the difference to local merchants whether the paper is constantly boosting for the town and community or whether the editor does nothing but knock in every issue? If the editor is not big enough to see the good things of the community he is not big enough to help build up that community. When he writes on the editorial page in praise of a man who has been of great service to the community for many years, he automatically helps boost the other men in that community. When he boosts for patronage of local business men, he gives them the greatest help possible. When he avoids mentioning some of the gruesome details of the bad things done in town, he helps local business men build up the town. In all of his constructive writing the editor is not only making himself more respected by his readers, but he is helping to better the town and therefore increase the possibilities for the advertisers.

Making a town's reputation is a big thing to be put into the hands of one man, particularly if he is a pessimist. Fortunately, most country editors know that their towns are the "best in the country" and they don't hesitate to tell others that this is so. The effect on business in a town when that town has received unfavorable publicity is disastrous. When the reputation of the merchants is one of crookedness, there will be no buyers come to that town. When the publicity in the local paper has been such as to make readers think that the town is full of nothing but knaves and fools, it will cease to be a trading center for the people of the community. There are other towns to trade in, and many mail order houses that will be only too ready to seize this opportunity of getting new business.

Boosting for the town and its institutions has a psychological

effect upon readers which makes advertising space more valuable. When readers see stories of the many progressive movements that the townspeople are making, they naturally associate these movements with the men who have businesses in that town. If the town is up-and-coming they reason that the merchants must be up-and-coming also, for they are the backbone of the town. When the paper states that the town is having a clean-up week, and tells what the various business men in the town have done to help get the town cleaned up and kept clean, the readers think that the merchants must be all right to trade with since they are trying to do things for the community good. What would be the effect if the editor didn't tell about these things and didn't praise them in his editorial columns? No one would know, and so no one would heed. When the town is talking of a Fourth of July celebration, does it help the local business men to have the editor tell what plans they have made for that celebration? Does it help them any to have him write in praise of their contributions to make that celebration a success and a big thing for the town? Ask the local merchant.

Display Advertising Valuable Because of Local Legal Advertising.—Most country papers carry a certain amount of local legal advertising. This material makes the other advertising columns more valuable as well as furnishing the publisher with a good revenue. This legal advertising consists of notices of various kinds, real estate mortgage foreclosure sales, elections, notice for bids, school board proceedings, county commissioners' proceedings, municipal council proceedings, etc. Everything contained in this local legal advertising is of vital interest to residents of the community. If they have been educated to watch the country paper for this information, they will read it religiously. Each reader is interested in knowing who the parties are to the mortgages, and when the sales are to be held. The readers want to know when elections are to be held so that they may have a chance to vote. They want to know what the county commissioners did at their last session because there may be something in those proceedings which means money or taxes to them. They want to know what the school board has done because they are vitally interested in having good schools with the least possible expenditure. They

also want to know what has been done with the money they pay for school taxes. The proceedings of the municipal council and all other municipal legal advertising are interesting because they keep the resident of the town abreast of affairs. If this material were not of great importance and if it were not necessary for the readers to be informed of these things, its publication would not be required by law. Legal notices are read carefully even though they are not displayed but are set in small type.

CHAPTER VI

Selling Local Commercial Advertising

The problems of selling advertising differ with the distance the advertiser is from the town in which the newspaper is situated. For this reason the selling of local advertising, that is, the advertising of concerns that are in the town, will be considered separately from other kinds. Most of the editor's time and attention will be devoted to selling local advertising because he must first thoroughly cultivate his immediate field before attempting to secure national and foreign advertising. His hardest task will be to get the advertising that he should have from local business men. The ways in which he may do this will be here considered.

Self-Advertising.—Self-advertising has been considered at some length in another chapter and was found to be very important in selling advertising. The education of both readers and advertisers depends to a great extent on the intelligent use of the advertising space in the newspaper which is devoted to the paper itself. This education must be thorough and sound; the reader must be taught to appreciate advertising for its value to him and he must be trained to read the advertisements as religiously as he reads the local news. The advertiser must be educated to use space regularly and to use well-written copy. Furthermore, the advertiser must be taught to put something in his copy that is of interest to the readers, something that is *news* to them. All this preliminary work can be done by self-advertising in the columns of the paper.

Other methods of keeping the paper before the people and teaching them to rely on it, are also useful. Blotters, pamphlets, booklets, calendars, picture slides, billboards and many other things can be used to advertise the newspaper. These things are a part of self-advertising.

Self-Advertising Is Preliminary.—If the editor actually believes what he tells other people, he knows that self-advertis-

ing does not make the actual sale of the space. It is all preliminary, preparing the ground for the seed which is sowed in another way. It is doubtful if an advertisement was ever inserted as the direct result of some one's reading an urging self-advertisement or even the "selling story" put out in pamphlet form. These things are all necessary and help to make the final sale, but they are incomplete without personal solicitation. No editor should depend on his literature to sell his advertising space; it won't do it alone.

Advertising serves its purpose when it arouses interest in the thing advertised and creates a desire for that thing. The actual selling of the article always takes place after the advertising has done its work. If this is remembered, the editor will see that he is equipped to follow up his self-advertising by good personal solicitation.

Personal Soliciting Necessary.—Regular advertisers will generally bring their copy in without solicitation every week, but the irregular advertiser, the one-time man, and the man who has not advertised before, will need to be sold before they will become regular customers. It has been the writer's experience that no advertising is sold in the small town and country community unless some one solicits it. "If you want advertising you have to go get it." The volume of business that you will get if you wait for it to come in is very small compared to what you could get if you went after it. No *selling talk* ever written is as strong when handed out in a printed form to be read or thrown in the waste basket as the talk that is given direct to the prospect. Each prospect must be handled in a different sort of way, and the arguments that sell one will not work on another. The man soliciting advertising must be there in person if he is to meet all the arguments advanced by the prospect and also get in a few good points in favor of advertising. Selling, in the final form of closing the deal, is a personal business. The securing of contracts cannot be accomplished any other way, and selling occasional advertising is also done much better by personal solicitation.

Who Should Sell Advertising?—Very few country newspapers have an advertising department with several good salesmen in it; only the larger papers can afford this. If the staff is very small it falls to the editor to sell most of the advertis-

ing. If he puts this very important job off on some one else who does not know how to sell advertising, he is punishing himself. The inexperienced solicitor will make the territory go to seed; he will spoil more good prospects than can be won over in several years. When he antagonizes one merchant it will take the editor a long time to get that merchant to advertise again and one more prospect is lost, sometimes for good. When the staff is small it is far better that the editor himself do the advertising soliciting. We know that he is busy and should not have to do all the work, but this job is one of the most important. Letting anyone and everyone try to sell advertising is poor business for the editor. When a *trained solicitor* can be hired the editor need not worry but the untrained person does not do the field and the newspaper any good in the long run.

Preliminary Training.—Before anyone attempts to sell advertising he should know all of the things that he is going to need in his business. He should understand perfectly the functions of advertising, and should know the arguments advanced against using it as well as those arguments in favor of it. He should know the answer to every probable argument that a prospect may advance. He should further have a personality that will help him in his work.

Since the editor must often sell advertising and must always see that it is sold even when he does not do it personally, we will consider here some of the arguments advanced in the small town against the use of advertising and the answers to them. These arguments are all real ones, having been met time and again in selling advertising in the country town.

Arguments Against Advertising.—No. 1. "Advertising costs too much money." This argument is frequently advanced by the man who does not understand how advertising works. He does not realize that the high price of goods is caused by the large quantities of stock that he must keep on hand. If he could sell quicker he would have his money to invest in something else. It is lack of quick turnover that increases the cost of goods, and advertising makes for quick turnover. There are figures galore on advertising which show that advertising never adds to the price of goods more than 5 per cent and that it repays the merchant many fold. Add to this actual

return, the good will that is purchased every time a man becomes a customer, and advertising is the cheapest and most profitable thing the dealer can buy.

The reason many dealers think that advertising is expensive is that they have not used it wisely. They will take a page of space one week and nothing for months afterward. They think that one advertisement should bring customers into the store at all times of the year. They must see this mistake and learn to use smaller amounts more regularly. If these men can be induced to go on a budget basis, their advertising cost will be materially reduced. At some time the dealer who advances this argument has made a great outlay with poor returns and he still feels the sting of that defeat and is hard to sell. If he can be convinced that he should advertise more regularly and spend less at each time he can generally be sold.

No. 2. "I'd have to raise the price of my goods if I advertised and that wouldn't be good business." Here again the figures on the rise in price due to advertising will come in handy. Show the prospect the facts about increase in prices, and he will see that advertising is paid for by the increase in volume of business and not by increase in prices. Show him that if he increases his volume of business by one-third he has paid for his advertising and has a nice profit besides. This argument is advanced purely through ignorance of the laws of advertising. The merchant down the street uses much advertising, but his prices are as low and sometimes lower. How does he do it? It is the volume of business which advertising brings in that pays for it and brings a profit.

No. 3. "Everybody knows what I sell anyway." This argument is advanced most frequently by the man who has done a meager business in some small town for many years. He thinks that everybody knows what he sells, and so advertising will do no good, but he forgets that only a small fraction of the people that he *could* reach are his customers. If he gets more customers he will make more money. Furthermore, very few of his regular customers visit his store every day and know what he has that is new. When he gets in something that could be sold out in a few days he cannot reach them all unless he advertises. The man who advances this negative argument will be found in a store with the shelves loaded with

old merchandise, stuff that has stayed there years because no one knows it is there. At one time, that merchandise could have been turned into money by the use of a little advertising.

If everybody knows what that merchant sells, he also ought to know what everybody else in the town sells. How will he get any business if he doesn't ask for it? Will not the customers go to those who have something new which is a good buy for the money and who tell people about it? If it pays other men to advertise their goods, it will pay him. People do not know when the merchant gets in a carload of apples, but they will know if he advertises. They do not know how much he is charging for butter and eggs until he advertises his prices. There are millions of things that they do not know about his business which would bring him more business if he would let people know about them.

No. 4. "My father ran this store and never advertised and what's good enough for him is good enough for me." This is a moss-grown argument that is advanced by the man who has inherited a business and tries to run it as his predecessors did. He must be made to understand that advertising has come to be a part of modern business. There is no doubt that he can go scrimping along and make a living off the old customers but he is doomed to go under sometime. The business that he had will go to those who are up and coming; who have learned to tell the world about what they have to sell. He is a back number, out-of-date, a horse and buggy in automobile days, *but he must not be told this.* Show him how he can advertise and increase his business. If he can build his store up bigger than his father did he will be glad to do it. Let him try advertising something that is seasonable and will sell at a fair price, and he will see the results. It is better to try to get him to make a small start which is sure to pay and later to get a larger contract from him. He just needs to be shown that advertising pays. Unless he is very old and very set in his ways, he will not be averse to making more money.

No. 5. "My business is too small to afford advertising." This man has the idea that a business must assume mammoth proportions before it can afford to advertise. He must be shown that advertising has built up the biggest businesses in the world and that it can also build up his. Explain to him

that he does not need to run as large advertisements as the department stores in the city, but show him also if possible the small advertisements that those stores ran when they were small. Show him how to use space discriminately and with intelligent copy. Help him prepare a series of advertisements for his own store and try them out. Only by advertising will he ever be able to get a large business. Unless he is selling something for which there is only a certain demand, he is not reaching all of his prospects.

No. 6. "Your paper doesn't reach enough people. The city papers are better for they have many subscribers." This is telling the editor in plain terms that his paper is entirely too small to bother with, but the editor can say a few words in return. City papers have many more subscribers but do they have them where they would do the local dealer any good? This country paper goes into the homes where he sells his products and it is thoroughly read there. He is getting a better type of reader and every one of them is a prospect. What the country paper lacks in number of subscribers it more than makes up in quality. The readers are in the exact trade territory of that store and each one could be a customer. There is no other way of regularly reaching these prospects than through the newspaper.

No. 7. "Nobody reads the ads anyway." This man has the idea that advertisements are just put in to make the paper look complete and that no one pays any attention to them. There is only one way to convince such a man that advertising is read, and that is to insert an advertisement with a quick-response factor in it. If he will give a pencil to every child that brings the coupon of the paper to his store before 9 o'clock in the morning, he will see that advertisements are read. Let him try to advertise a bargain and see how many he has in his store after the paper is out. The reason he thinks no one reads the advertisements is that he has advertised something before that was not salable or which was not as good as advertised. If he has not used advertising he knows nothing about it, and must first be convinced that the advertisements are read before he can be sold. Generally the solicitor will have on hand the results of several schemes which the paper has tried out and

which show that advertising gets responses. Show these to him and let him see the results of advertising as it works for others.

No. 8. "I'm getting all of the business that I could get anyway." This is at the bottom of the scale. When a business man believes he is getting all the business there is, he is going to seed. The very fact that other stores in the town are doing good business shows that he has failed to get all he could. There must be customers for those stores, and he has a right to try to get them if he wishes. He fails to realize also that many people are not buying as much as they could if they were told about new merchandise. The buying public must be educated, and this can be done through advertising. Many of them are buying other products that he does not sell, just because the other products are advertised. If he doesn't want to make any more money, walk out and let him die quietly. If he can be shown that he could get business that now goes to some other town or to the catalog houses, he will generally try advertising. Once he sees that he was not getting all the business that he could, he will be a steady advertiser.

No. 9. "Your paper is only put out once a week and we can't advertise any timely specials in it." It is true that the paper may be a weekly but it is not true that no timely specials can be advertised in it. With subscribers in the country it would be impossible to get the paper to them the day it was published, even if it were a city daily. If that same merchant would use advertising in the city daily he would have to advertise specials two days ahead. Furthermore, the country weekly comes out before Saturday, and long enough before Saturday for the paper to be thoroughly read by everyone. Saturday is the big shopping day in the small towns and the farming communities. He will do most of his business on Saturday and could easily advertise his Saturday specials in the paper. Let him try advertising a special once which is a good bargain and see whether he cannot increase his business. Every customer who gets a good buy on Saturday will remember the store the next time he is in town. Good will is purchased with every inch of advertising.

The argument against the use of the paper for advertising perishable goods, such as fruits, can be met by selling the merchant some printed direct advertising. The fact that he uses

advertising in some form will make him easier to sell on other kinds of advertising.

A very profitable business can be built up in job printing by selling these merchants who want advertising for special occasions. If they have something on hand which will spoil if not sold, they need to advertise more than ever. If the merchandise will spoil before the paper is published, and therefore cannot reach the prospects in time, they need some printed direct advertising. Sell them some dodgers which can be put in every car that comes to town and distributed to every house in town. Some editors arrange to have the bills distributed in the country as well. This will get the customers in before the merchandise spoils and will help sell the dealer on advertising. He cannot advance the argument against this advertising that it is not put out soon enough. The editor should not feel that because he went out trying to get display advertising he should not use every opportunity to sell any other service that he has. Business is business, no matter if it is not in the same line you started out to sell. It does not hurt newspaper advertising to use dodgers for special occasions and the profit is considerable.

No. 10. "I'm reaching all my prospects now." Some kinds of business are such that only certain people can be customers. In very small towns, where there is only one shop or store of a certain kind, the proprietor feels that he doesn't need to advertise because people have to get their work done there. He must be shown that advertising does more than bring in the customers, that it buys good will along with each purchase. He must be sold on the idea of increasing his business by getting those customers that go out of town to have their work done and those who are not having any work done now or who are not buying anything. Much advertising must be used to educate the public to buy what a man has to sell even if he runs the only establishment of its kind in town.

Suppose that he runs the only jewelry store. He is certainly not selling everyone that is in the market for jewelry nor is he getting all the business that he could. There are many people who buy their jewelry from catalog houses every year. This business he could get by advertising. Many more send out of town to other stores whose ads they read in city papers

because they are sold through advertising. He could get some of this business. Then he must not neglect the opportunity he has of educating buyers to buy jewelry and he can do this through advertising. If he would conduct a campaign through advertising which brought jewelry products before the people for the many occasions when jewelry makes suitable gifts his business would be materially increased. He must be convinced that there is business going out of town that he is not getting. Selling him advertising is the last step.

No. 11. "My business is seasonable. When people need it they will buy it without advertising and when they don't need it they wouldn't buy it even if I did advertise." Certain businesses are more rushing at different times of the year. One example is the coal business. In the winter when there is a great call for coal the dealer makes good money, but he does nothing in the summer. He doesn't believe that advertising could help him. No better answer to this argument could be found than to show the dealer the advertisements of city dealers in the same business. Coal is advertised the year round and many coal bins are stored up in the summer time so that when winter comes the fuel will be ready. Nearly every seasonal business can be made a year-round business through effective advertising. The dealer could make more money because he would always be able to handle all rush orders. Seasonable businesses are subject to competition just as other businesses are so that advertising is just as necessary; if there are other men in the same business there must be customers that a dealer is not getting.

In the coal business especially there are many customers that are getting their coal from other dealers out of town. In the small towns many ship their coal in by the carload. Why could not the local dealer get this business? He could arrange to handle the coal for them with a discount for the large amount taken. As it is, he gets nothing and they do not get the coal for much less than they could through him. He could use advertising to sell them on buying through him and avoiding chances of dissatisfaction and delay.

No. 12. "Advertising doesn't help to sell goods." This argument is advanced after the dealer has tried advertising and found that he could not sell the things he advertised. If an

investigation is made, it is usually found that he was unable to sell his merchandise because he advertised something which was not worth what he asked for it. He must be educated to advertise truthfully and to avoid speaking in superlatives. He has the idea that advertising should bring the customers into the store, make them lay down their money and take the goods with them, simply because the advertisement said the goods were very fine. This is not the function of advertising, and the dealer must realize that sales effort is needed to make the actual sale. Unless he has his counters loaded and his goods plainly marked; unless, in fact, he has a self-service store, he must have salesmen to make the sales. The more good advertising he uses, the closer his store will approach the self-service store in efficiency. He has thought that a little advertising should work wonders with unsalable merchandise.

This prospect can be sold if he can be shown that advertising helps bring customers into the store where they will see the things he has to sell and will buy them. Advertising serves its purpose in just that way. Besides making possible many sales of the commodities advertised it makes the customers see other things that they need. The mistake is made in expecting advertising to do the work of clerks and salesmen, and if the merchant can be made to see how advertising is rightly used he will be sold.

No. 13. "Our territory is too small to advertise." No territory is too small to advertise and generally speaking, the smaller the territory, the more need there is to cultivate that territory thoroughly. If the dealer has only a few square miles from which to draw trade, he should advertise to be sure that he gets all the trade there is in that territory. He will also find that there are people in the territory that he never thought of, people who formerly traded in another town, that he can bring in to his store by advertising. When a territory is small, it must be either well worked or enlarged, and both these things can be done by good advertising. The argument that the store is reaching all of the possible customers as we have seen above is of no force. Show the prospect a galley proof of the subscription list and see how many of the men on it he has as customers. The result will surprise him.

No. 14. "Times are too hard. We used to advertise but can't afford it these days." This man is laboring under a false impression of what constitutes hard times. There are seasons when money is not so plentiful, but even in those seasons advertising is a necessity. When business becomes poor it is all the more necessary to advertise in order to keep it up to normal. Most of the time the people have money, but they are simply not spending it. If they could be induced to spend their money, business would be good and the dealer would say that times were good. Thus we see it is partly the dealer's fault that times are so hard for him, although there will be times when it will not pay to advertise as much as others. In the fall all people in the farming community generally have more money because the crops are sold only once a year and naturally it will pay to advertise more in the fall than at other seasons. Yet in order to keep business running in the winter there must be advertising, and it will do more toward keeping times good than anything else. When money actually does become so scarce that it is useless to advertise, and when the country is actually so hard up that nothing can be bought, there is no place for either business house or newspaper.

No. 15. "People don't believe what they read in the paper." Fortunately, very few advertisers or prospective advertisers believe this to be a fact. People do believe what they read in the papers or thousands of large concerns would not be spending millions of dollars every year for advertising space. This argument is a relic from the days when advertising was not censored and the paper carried any and every advertisement that it could get. If the country paper has censored its ads as it should and has carried only truthful and clean advertising, the prospect will not have a chance to advance this argument. When he does use it, he must be convinced that it is not true. The fact that thousands of people in his own town and country rely on the advertisements for their buying guide, will convince him that they believe advertisements. This same man will talk with you about some accident in the town or state a few days ago and will admit that he read it in the paper. If he didn't believe it he wouldn't be talking about it. Ask him for examples of things in the paper that were not

true. Show him that returns from advertisements prove that people believe them.

Selling Merchants the Budget Plan.—The one-time and in-and-out advertiser is not a source of profit to the country publisher. Only when advertisers take space regularly can they be depended upon and only then can the editor accurately determine his costs and income. If he never knows how much advertising he is going to get he never knows how his business is going to come out and it generally comes out short. The budget plan has many advantages, and [illegible] editors who have sold their local merchants on this p[illegible] sure of a steady income from advertising. The budg[illegible] provides a certain amount of the gross earnings whi[illegible] be used for advertising and publicity. This amount is [illegible]r subdivided into funds for the different kinds of advert[illegible] of which newspaper advertising receives most.

The budget offers many advantages to the merchant. In the first place, it gives him a definite sum with which to p[illegible]an his advertising and thus does away with the many possibl[illegible] leaks in hit-or-miss advertising methods. He knows just how much he has to spend, and he can plan out the advertisements for which he will spend it. He can take a certain amount of space every week and thus keep up the drawing power of his advertisements. When he agrees to take a certain space the editor will be only too glad to help him plan his series to get the most out of his space.

Determining the Budget.—The determination of t[illegible]e percentage of gross receipts that should go into the fund for advertising will be a different problem with each business. Appropriations run from 1 per cent to as high as 10 per cent in some businesses. Until the saturation point has been determined by actual experiments, it is better to start the merchant with a relatively low percentage. If he gets good returns from a small percentage he can more easily be induced to increase his appropriation for the next year, but if he is disappointed the first time he uses the budget he will not want to make an appropriation another year. A safe percentage to start on is 2 per cent of the gross receipts for the previous year. This will furnish enough money to conduct a good advertising campaign and will bring good returns for the

amount invested. If the gross receipts for the previous year were $25,000 the 2 per cent will give $500 for advertising for the coming year. This can be divided up so that about half of it goes for newspaper advertising and the other half to job printing, stationery, and direct advertising of various kinds. If the returns are good the first year, it is well to urge the merchant to increase his expenditure. Only by experiment can the saturation point be determined.

Securing Advertising Contracts.—If a merchant is sold on the budget plan it is a simple matter to get him to sign a contract for a certain amount of advertising during the year. It is to his advantage to sign this contract, for he will receive a better rate per column inch than if he spends his appropriation at odd times. He can, therefore, get more advertising for his money by taking a contract. It is to the advantage of the editor to get this contract because it is a guarantee of regular space being used. The editor is saved time and money by such a contract and another worry is lifted from him.

Selling to the man who does not use the budget system and getting a contract from him for a year is a harder task. He feels that he likes to be free so that he can stop advertising when he wants to if he finds that it does not pay. It is poor business for the editor to sell to this man until he has tried advertising and has found that it does pay, and after that the sale is easy. He must be convinced that advertising is going to get him returns and that he can get more advertising for his money by taking a yearly contract. He must also be shown that by taking a certain amount of space during the year he can better plan out his advertising campaign and will therefore get better results. He must be given help and suggestions as to how this planning should be done and when to use most of his space. These things the editor can help him with when a contract is signed.

In selling space to be used over a year's time the argument most often met with is that business may be poor and the merchants may want to stop advertising. The answer to this is that they may use more space any week they wish to, as long as they take a certain number of inches during the year. The fact that they sign a contract does not mean that they must take the same space every week but that they will use a

certain amount before the year is up. If business is slack at some time—as after the holiday season—and they do not feel it worth while to advertise, they may hold their space until another week when they can use it to more advantage. Some contracts call for a certain set amount of space each week, but this is not as flexible for the merchant and makes no more money for the editor. Such contracts are much harder to sell than the varying space contracts, and the work of the back-shop force is not materially lessened.

The second argument against signing a contract for space is that the merchants may decide to use less space than the contract calls for during the year. This can be met by showing them that they can use this space to advantage if they will plan out the advertisements. It is better to get a contract for a minimum amount of space than to take chances on getting more at odd intervals. For this reason the merchant should take a contract for what he thinks he will use; if he wants more he may have it. If he has been a regular advertiser he may take the same amount that he used last year, or a greater amount according to the returns from his last year's appropriation. Get a contract, even if it is for less than you think the merchant should have; it is better to be sure of a reasonable amount than to lose it all, or to be sure of nothing.

It is a question whether or not the editor should try to get a contract from the man who has done little or no advertising before. It is sometimes bad policy to get a contract from a man who has not learned to use space wisely and who becomes dissatisfied with his results. The experimenting that every merchant must do before he learns how to get results from advertising can better come before he signs a contract. If he is once spoiled by thinking that it does not pay, he will be lost as a customer. Other editors believe that every advertiser should be on a contract because he can plan his advertising better when he knows how much space he is going to use and will therefore get better results. Both plans work well sometimes; sometimes no plan is possible. The practice is to take a contract wherever it can be secured, and to endeavor to help the advertiser make his campaign profitable.

Advertising That is Profitable for the Editor.—A good merchant will not sell certain parts of his merchandise to a

regular customer because he knows that the merchandise will cause dissatisfaction. When bananas become too ripe they are said to be unsalable, and are given away even though they cost money. This and other things the merchant does because he wants the customer to be satisfied and to come to the store again. One sale is not worth much unless a friend is made, unless the customer will come to trade regularly at the store. The same thing is true in newspaper work, particularly in the small town where the prospects are not too numerous and where the loss of one means a great deal. Of all the advertising matters that the editor has to deal with, the question of getting only advertising that will be profitable to the advertiser is the most vexing. He fears that if he accepts only that advertising which he is sure will bring good returns his business will suffer, and if he accepts any and all that he might be able to get, the advertiser is sure to be dissatisfied with some of it. What is the best policy?

It has been truthfully said that good advertising copy will sell anything that has any value at all, but most of the copy that comes to the country shop is not good copy and so it doesn't do all it should.

In soliciting advertising the editor must first make sure that the advertiser, particularly the man who advertised very little before, is offering for sale something that has inherent worth. Many men when they first try to use advertising think that it is a means of getting rid of anything that is worthless. This is not the function of advertising, and the prospect must understand that. If the editor allows the advertiser to attempt to sell something of no value he is causing the dealer and himself much trouble in the long run. The purchaser is sure to be dissatisfied, if he buys the article, and the dealer will be dissatisfied with the results of advertising. One man who was going to try out the newspaper as an advertising medium wanted to sell several secondhand storage batteries that he knew were worth little more than junk. He was offering them at half price. If the solicitor had taken the advertisement everyone concerned would have suffered. First of all the article to be advertised must have inherent value, and the price asked for it must be within reason.

Secondly, the solicitor must make sure that the article

offered for sale is such that there are possible buyers for it. If the market is saturated, that is, if everyone who has buying power and demand for such an article is sold and this is known, the advertisement will certainly not get results and will be a poor investment for everyone. It would be useless to offer a set of gang plows for sale in territory which was all timber country, and a stump puller would be a poor article to try to sell in a prairie country.

Almost as bad is the advertisement that tries to sell seasonable merchandise very much out of season. A man cannot expect as good results from an advertisement of spring coats in the fall as he would in the spring. It is not a fair test of advertising to use it to do what could not be done by any former salesmanship. To try advertising when everything else has failed is making a goat of advertising and a joke of the newspaper that accepts it. One merchant carried an ad that read, "We have just received our new spring merchandise," in the middle of August, and wondered why his advertising did not pay. Another offered for sale a number of winter coats in June. If these had been offered at the price that would have made it profitable for people to buy them and keep them until winter, the advertising would have done some good, but the price was too high. These are examples of using advertising in the wrong way, trying to make it do the impossible. Very often an advertiser thinks he is offering a good value when he has something which has been in stock for several years and for which there has been no call, if he offers it cheap enough. If there is no demand for a thing it will not sell at any price.

Selling Advertising for Special Pages.—Special pages are sometimes published because of a certain kind of news which is of great interest to everyone. At election time, it is often necessary to run an extra page or two pages to handle the election news, with the official vote count and the names of the winning candidates. There is some expense in issuing the extra pages, and some editors plan to sell enough of the space for advertising to more than pay expenses. The advertising on such a page is worth more than if it were anywhere else in the paper. In the first place, it is a special occasion when everybody is looking for one particular kind of news, because

the election is the thing of chief importance in the country town. If a merchant has advertising on the page where this super-interesting news is placed, his advertising will be sure to receive good attention. The revenue derived from such advertising is added profit, since it is over and above the regular amount carried each week.

There are several disadvantages in trying to sell advertising for a special page, and before attempting to do it the editor should consider the after effects. In the first place, if the merchants are sold on the budget system, which is the best plan for both advertiser and publisher, they have no extra appropriation to take care of special advertising. If the editor urges them to take such advertising he is contradicting himself, for that is one of the things he said the budget plan would avoid. If he tries to sell the same merchants who advertise regularly in his paper, he is making them stretch their advertising appropriations or else spend the money that he would get anyway.

Those merchants who do not advertise regularly can be solicited for space on special pages because they will have no regular advertising appropriation and the money they spend would not otherwise come to the paper. The regular advertisers may be given an opportunity to take space on the page but the irregular ones should first be solicited. Generally, some of the regular advertisers will want space on the page because of the nature of the news.

Planning Individual Layouts for Prospects.—The individual layout is one of the solicitor's best selling instruments. Before a prospect is approached, it is a good idea to plan out a series of advertisements that will bring results and to take these layouts or printed advertisements down to show him. Much of the inertia of advertisers or prospective advertisers is caused by their lack of knowledge about layout and writing copy, and if they are shown what can be done they will often be persuaded that they should have advertising.

These advertisements can be well worked out with due regard to the special nature of the particular business that the prospect owns. They can be so arranged that there will be a repetition value and a cumulative value to the advertising. If the man is a dealer in a certain kind of automobile, the name

and qualifications of that automobile will be kept before the public. There will be copy that considers the points of superiority of the car and also brings the name of the local dealer before the reader.

This series of advertisements can be shown the prospect when he is being solicited and the points of the advertisements that make them especially suitable to his business explained. The value of these advertisements over any national ads which do not bring his name and business forcefully before the public can be pointed out to him. Lay special stress on the fact that these advertisements are made for his business and that they fit his business peculiarities; also that they are written for local readers and not for the world in general. Whenever a local cut of any kind can be found to use it is sure to prove a good selling feature. One example is the case of an advertisement that showed a wrecked automobile before and after it was repaired by a local concern. Everyone in the community knew about the accident and when shown what the local garage could do in repairing such a wreck was favorably impressed with the results. The names of local buyers of the car that he sells will be good features for copy for the automobile dealer's advertising.

The "Book of Failures."—This sidehead sounds as if the work of the advertising solicitor were always a total loss, but it is by remembering the failures and profiting by mistakes in selling that the solicitor learns to be master of every situation. One of the best features to help the solicitor is the little book in which he jots down every merchant's name whom he has failed to sell and the arguments that that merchant advanced against advertising. When the solicitor is back in the office he can use these failures upon which to build better selling talk for the next prospect. If he fails to sell a certain man there is always a reason, perhaps several, and before he can sell another he must know the answer to these new arguments. It is a good plan to take the book when time permits and write down as many answers to an argument found there as can be brought to mind. The next time someone advances the same argument, the solicitor will be able to meet it and make the sale.

The book of failures serves another purpose besides that of

storing up arguments which can be met. It serves as a sort of prospect book for the solicitor. If a man is not sold the first time he is still a prospect, unless he has been offended by the way the solicitor went about his work. If he is left in a friendly mood and thanked for his time and trouble he may be visited again later and probably sold. There are often reasons why a merchant does not want to advertise at a particular time and he can be sold at another time. The book of failures thereby becomes a "future" book for the advertising solicitor similar to the future books of the news editor and the job printing salesmen.

A regular prospect book may also be used in which the names of business men who have not been solicited can be kept. This book is particularly useful in keeping the names of those persons who own seasonal businesses and who can be sold better at certain times of the year. When the solicitor finds an entry in his book which says: "See Jim Burns about coal advertising in September," he will know what to be prepared for when he approaches the coal dealer. All information about the man's business can be recorded in this future book. It pays to be well informed and ready for all arguments before trying to get advertising.

Problems of the Salesman and Solicitor.—Fifty years ago there was no problem in salesmanship for the country newspaper-job shop owner because there were no systematic selling methods. When a man wanted some printing done he came to the office and ordered his goods, which were delivered to him over the counter. Much of the job printing was done ahead of time and kept in stock, many persons using the same kind of printing or with one or two alterations. Printing, up to 1875, was sold over the counter much like dry goods or groceries, and no salesmanship was thought necessary.

Today the owner of the combined newspaper and job shop in the country town has many salesmanship problems because his business is much more complicated. Every man wants printing which will make his business distinctive, and he wants it in a hurry. The owner of the office knows that if he doesn't give as good service as a competitor, the job will go to someone else. The same points apply to the selling of advertising. There are many mediums handling advertising today where

there was formerly one or a very few in a county. Problems of salesmanship in regard to advertising are no fewer, and perhaps more numerous and trying than those in connection with selling printing, and the owner of the combined shop must make both ends of his business lucrative or stop one of them.

Points in Salesmanship.—It would be useless to try to teach the whole subject of salesmanship, on which there are many good books, in a few pages. All that it is possible to do is to help the student understand some of the points that enter into salesmanship in the country newspaper-job shop business.

When many people think of selling anything they think of salesmanship only in regard to the man who takes the orders. No other steps in the process are visible to them, but as a matter of fact the two things which function as the greatest factors in selling, namely, the quality of the product offered for sale, and the service given in connection with this product, are never seen by the one who buys in a strong enough light to be appreciated. Every time a solicitor sells an inch of advertising to a business man there are many hours, months, and even years of work back of the sale. The paper has worked for years to build up a service for advertisers and the customer knows what this service is when he buys advertising. If he didn't he wouldn't buy any.

There are four factors which are recognized in salesmanship in connection with the products of the newspaper-job shop. They are:

(1) The direct salesman or outside solicitor.
(2) Indirect salesmanship or, as we say, service.
(3) Advertising of all kinds.
(4) Personal talks to those who come to the office.

Of these four factors the second is by far the most important and the one that is most often forgotten.

A salesman is hired because he is a good talker or because of his personality, and he starts to sell. His success will only be in proportion to the service given, whether this be reader service to the advertisers or satisfactory printing service to the buyer of printing. If the solicitor is a high-class salesman but is having poor success, chances are that the office is failing in one of the steps given above.

It is much easier to sell a product when the office has a rep-

utation for giving service, for treating customers fairly, for giving everyone the same price under the same circumstances, and for delivering a satisfactory product, whether it is advertising service or job printing. When a customer has to argue and haggle with the office over a mistake in his ad, in his printing, or in his bill, that customer is sure to be offended and become a competitor's customer. Most of this difficulty can be avoided by good systematic handling of accounts and by stating all directions in writing, either on the advertising contract or the job ticket, when the customer gives the order.

Essential Qualifications of a Good Salesman.—It is difficult to find a man who will make a good salesman or solicitor for any business, and it is doubly difficult to find a good one for the country newspaper and job-shop. Although several of the following qualifications have been mentioned before, they are repeated here at the risk of becoming irksome, because of their importance.

(1) Courtesy, no matter what happens.

(2) Complete and accurate knowledge of what he is selling.

(3) Knowledge and discretion necessary to approach customers at the right time.

(4) A faculty for telling the truth always.

(5) Recognition of the customer's rights and privileges.

(6) Ability to see customer's viewpoint.

(7) The courage to admit that it would not be wise for a customer to take an order under the circumstances.

(8) Sense enough not to force a customer to buy against his wishes.

(9) Discretion in picking prospective customers.

(10) The ability to make customers appreciate service and quality.

(11) Loyalty to his employer.

(12) Energy and ambition, perseverance and pluck.

CHAPTER VII

Non-Commercial Advertising

Not so many years ago the only advertisements appearing in a newspaper were those of merchants with commodities to sell. Today most papers are carrying advertisements of non-commercial institutions as well as business houses, of professional services as well as those of tradesmen, and of educational services as well as those of bodily utility. This change has come about through the awakening of men in various pursuits heretofore not advertised to the power of the press to help them and their interests. Ministers have found that an advertisement in a newspaper will get more people out to church than anything else. Educators have found that more people may be educated by the use of advertising than by the personal solicitation and inspirational lecture methods. Professional men have come to the conclusion that there can be a type of professional advertising which is not against the ethics of their organization.

The small newspaper has not reaped its share of the reward that this discovery has made possible, principally because changes come about more slowly in small communities than in cities. Competition forced institutions in large cities to take up newspaper advertising long ago, and the results of the first campaign left them with a decided opinion in favor of that method. The country editor still has most of his missionary work to do in order to get institutional advertising, and he is facing greater odds than did the city newspapers. It is possible to a certain extent for country churches, for instance, to reach many of their members by word-of-mouth communication. The schools are teaching nearly all and sometimes more than they have room for and so see no reason for trying to get more. The professional men of all classes feel that their reputation counts for far more than any publicity that they might get. At every step the country editor meets with some

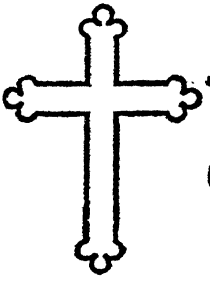
argument that demands a selling story equal in power to or stronger than his regular method of solicitation. There are questions which must be settled before he attempts to get any such advertising and there are age-old traditions which must be considered.

Church Advertising. What Is the Aim of the Church?—There would be few opponents of church advertising in newspapers if they could be shown that the newspaper would help the church accomplish its purposes. The churches are trying to do a very definite thing, which is to look after the spiritual and moral life of the members of the community. Before anything can be done to help people they must be interested, and after being interested they must be taught to act. We find that the church is therefore trying to do two things that every advertiser is trying to do: make people interested in something and make them act favorably.

Let us take one part of the church's campaign for betterment, the regular Sunday services. The church is there, the building with all the seats, books, and other things which are essential to a service. The pastor is engaged, and has prepared his sermon for that meeting. Everything is in readiness for a successful service. Now unless the church is vastly different from most small-town churches there will be a mere handful of people at the service, not nearly as many as could be persuaded to come to church, and not nearly as many as the church would hold. This condition could be changed by the intelligent use of newspaper advertising which would interest persons in the work of the church, which would persuade them that by lending their support, by attending and taking part in the service, they could help in a worthy movement. The human being is by nature a religious being. He has something within him that, rightly directed, will make him want to worship enough to attend services. Every normal person goes to church at times and the chief reason more do not attend regularly is that they lack the stimulus necessary to overcome inertia. It is so easy to stay at home on Sunday mornings to sleep, or to do other things, that unless one is jogged into a different mental attitude he will not go to church.

Advertising produces an effect on the thought of the individual by merely being seen. How much more power would

it have when read by persons who are, to begin with, interested in the work of the church! Its effect would be inspirational and also cumulative if some well-organized plan of advertising regularly were carried out. When church news is handled, as it should be, to develop interest in the work, and this is accompanied by arguments and inspiration in advertising space, the church member, subconsciously at first, and later consciously, learns to read the advertising. He depends upon



The Way Of The Cross Leads Home

The Illuminated Cross at the Toulon Baptist church Sunday evening and its setting of music will lead you into the realm of the spirit and bring joy and comfort.

The Toulon Baptist Church

Do Not Miss This Service.

RAY STARR, Minister.

This is one of a series of church advertisements that ran in the *Stark County News,* Toulon, Ill.

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the advertisement to tell him what the service is going to be and the reasons that it will be particularly worth while for him. Unless he has no faith in his fellow churchmen he will believe what is said and will act upon that stimulus.

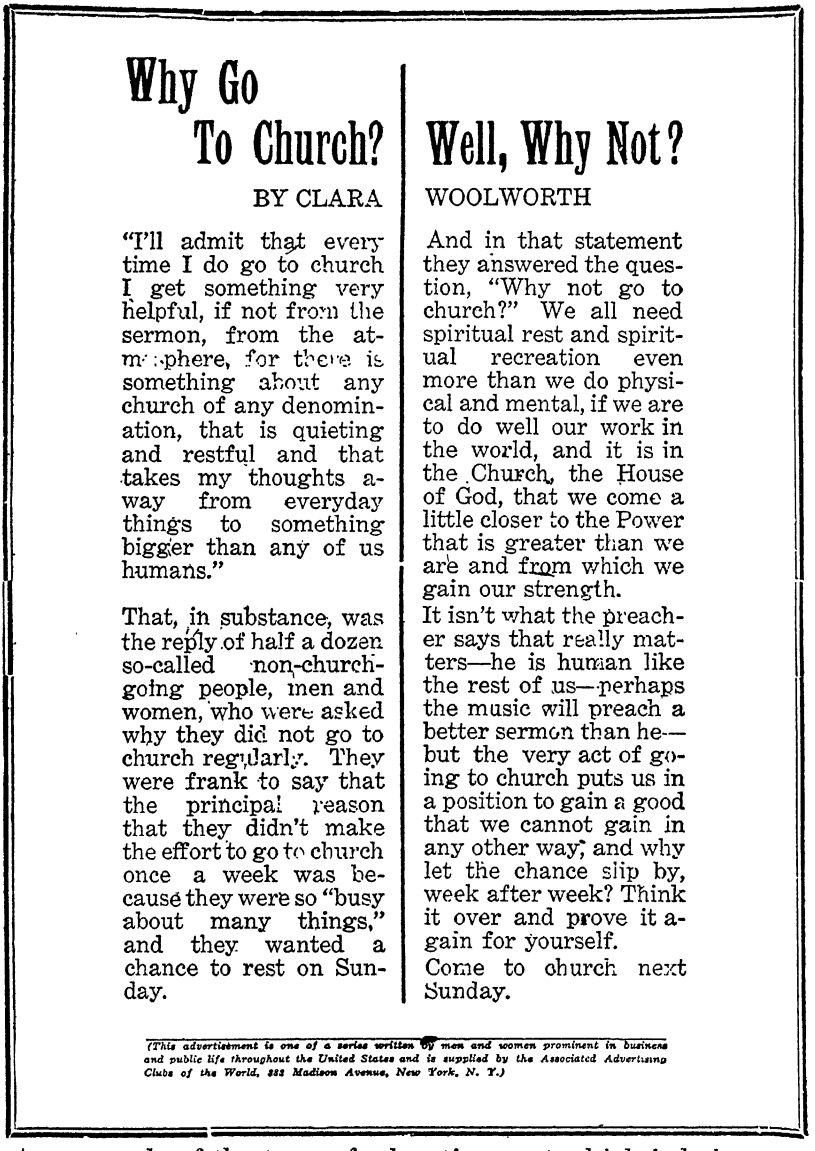
Is It Unethical for the Church to Advertise?—One valid answer to this question is that thousands of churches in the country, both in the cities and in the smaller communities, have

come to rely upon newspaper advertisements to reach their congregations and to increase them. If there are further doubts, they may be dispelled by facts about the church and advertising.

First of all, advertising is not the selling of a commodity; it is the dissemination of information, persuasive arguments, and appeals among a number of people. The advertisement does not sell anything; it only gives the thing which is deserving, the publicity that it deserves. That is what it will do for the church. An advertisement does not make the church appear to be a commercial concern because it says nothing about buying or selling. The avowed purpose of the church is to spread the teachings of the gospel. If newspaper publicity can aid in this work more than any other agency it is certainly not unethical to use it.

There is no church member who does not believe in advertising the church; the only point upon which they differ is the means of doing so. Why should it be more unethical to advertise in the newspaper than it is to advertise on a billboard, perhaps a dignified-looking billboard, but nevertheless a billboard, which is what the regular church announcement board is? Advertising by announcements in the services is quite a common practice in many churches, and yet it is just as unethical as newspaper advertising. The fact that one is the printed word and one is the spoken word does not change the fundamental qualities of the advertising. The printed word will reach far more people and will be before them for a longer time, which should be a point in its favor. Placards are often used to advertise activities of the church. Surely newspaper advertising is not more unethical than these. The real facts in the case are that most churchmen want to advertise their work but have simply never used the newspapers and so think them in a prohibited class.

In the education of the congregation, newspaper publicity will be more powerful than anything else because it will reach more people in the church and many who do not belong to any church. Let us suppose that the church wishes to build a new building and that the money with which to build it must come from the congregation and any others in the community who wish to contribute. It will take many meetings before



Why Go To Church?

BY CLARA

"I'll admit that every time I do go to church I get something very helpful, if not from the sermon, from the atmosphere, for there is something about any church of any denomination, that is quieting and restful and that takes my thoughts away from everyday things to something bigger than any of us humans."

That, in substance, was the reply of half a dozen so-called non-church-going people, men and women, who were asked why they did not go to church regularly. They were frank to say that the principal reason that they didn't make the effort to go to church once a week was because they were so "busy about many things," and they wanted a chance to rest on Sunday.

Well, Why Not?

WOOLWORTH

And in that statement they answered the question, "Why not go to church?" We all need spiritual rest and spiritual recreation even more than we do physical and mental, if we are to do well our work in the world, and it is in the Church, the House of God, that we come a little closer to the Power that is greater than we are and from which we gain our strength.

It isn't what the preacher says that really matters—he is human like the rest of us—perhaps the music will preach a better sermon than he—but the very act of going to church puts us in a position to gain a good that we cannot gain in any other way, and why let the chance slip by, week after week? Think it over and prove it again for yourself.

Come to church next Sunday.

(This advertisement is one of a series written by men and women prominent in business and public life throughout the United States and is supplied by the Associated Advertising Clubs of the World, 383 Madison Avenue, New York, N. Y.)

An example of the type of advertisement which is being successfully used by many country churches in their "Go to Church" campaigns. Why would not a statement by a prominent local man or woman make an admirable church advertisement?

all of the members are even informed of the proposition, and it will take many more before they can all be convinced. A well-planned advertising campaign will put the reasons before the people in a short time, and when the time comes to ask each one to do his share he will be well informed and in a receptive mood. Little can be accomplished by asking for funds before everyone is aware of the purpose for which they are to be used. If it is not unethical to request money for the purpose of building a new church or otherwise furthering the work, it should not be unethical to acquaint people with the need for that money through newspaper advertising.

Some Arguments Against Church Advertising.—In addition to the reasons given in foregoing paragraphs for the lack of advertising by churches, there are several others of some force. First there is the point that church advertising is thrown in with all other kinds of advertising so that it looks exactly like a store trying to sell a commodity, or that it is placed with other advertisements of the billiard parlor and amusement places and made to appear ridiculous. This is only an argument for placing church advertising beside dignified news and advertising of other kinds as advocated in the chapter of this book on makeup. If this argument is advanced it is the fault of the editor himself because he could change the position of the ad if he wished to do so.

Secondly, it is argued that the church is a dignified institution and that the way its advertisements are set and displayed makes it appear to be a bargain basement of some kind. This is also a fault of the newspaper staff. Every church advertisement should be set in type which will arouse the correct associations in the mind of the reader. Black, glaring, ugly, serifless, or grotesque type and typographical materials have no place in a good church ad. The typographical materials should be dignified and different from those used in the rest of the advertisements so that the correct impressions will be made on the reader.

Thirdly, it is argued that the church has nothing which will make good advertising copy. If this is true the church must either not be doing anything or else doing some things which are not complimentary to the church. Generally this state-

ment comes forth because no one knows what subjects make good copy for church ads.

Free or Paid Advertising.—The tradition still obtains which makes charitable donations to the church expected as a matter of course, even when these "donations" are a business matter. Some editors have been so unwise as to give in to pleas that the church should not have to pay for advertising and so, week after week, the struggling editor gives up several dollars' worth of good space to church advertising. This is wrong. If there were no other reason for condemning the practice than the fact that in such a way the editor is donating several hundred times as much to the church in the space of a year as most of the members, this would be sufficient. It is also true that the newspaper staff cannot belong to all the churches and that the owner can be a member of only one. His regular contributions are received there. Church advertising is a business proposition just as the dissemination of knowledge and information for any other organization is business.

Helping the Church to Advertise.—Because it is a new thing for the church to present its appeals through the newspapers, most clergymen are not familiar with advertising problems. It becomes necessary for the editor to devote more time to helping them with the preparation of copy than he devotes to other advertisers. There are several good books on the subject of church advertising which will give both the editor and the advertiser many valuable suggestions, and some of these should be studied.[1] It is a good plan to work out a series of advertisements for the church which will be cumulative in effect and which will give the public some new information about the church. A mere announcement of the name of the pastor and the title of his sermon will do little or nothing for the cause; there must be some news in the copy.

It should be remembered that advertising secures a reading only when it appeals to the reader, and that if he doesn't like the sound of the first few words he will read no far her. Church advertising must conform to all the rules of the game. If it is "preachy" from the headline to the signature it will get few readers and no one will enjoy it. If, on the other hand, the

[1] Ashley, W. B. (compiler), *Church Advertiser* (Lippincott). Case, *Handbook on Church Advertising* (Abingdon Press). Smith, *Church and Sunday School Publicity* (Westminster Press). Elliott, *How to Advertise the Church* (Doran). McGarroh, *Practical Interchurch Methods* (Revell), Chapters XIII-XVIII.

copy tries to show the reader what is being done by the church, what the absentee is missing and what a lot of good his presence would do for the cause, it will be read with interest. The more real news that can be crowded into the copy, the better. If an appeal is needed it should come after the interest of the reader has been secured.

Suggestions for Church Copy.—The suggestions that follow concerning the things that can be said in a church advertisement have been taken directly from church advertisements themselves as they have appeared in various community newspapers. The substance of the information and argument has been condensed to a few words.

THE PURPOSES OF THE CHURCH
DO YOU WANT TO BE BETTER ACQUAINTED?
WE NEED YOUR HELP
WHY YOU SHOULD ATTEND CHURCH
YOU ARE NEEDED IN THE CHURCH
THE CHURCH AND LAW
GO TO CHURCH SOMEWHERE EVERY SUNDAY
DO YOU BELIEVE IN GOD? THEN GO TO YOUR CHURCH EVERY SUNDAY
WHAT CAN YOU DO WITH A MAN WHO DOESN'T BELIEVE IN ANYTHING?
YOUR MOTHER WOULD WANT YOU TO
A MAN CAN WORSHIP A TREE, BUT WILL HE?
SAVAGES ARE RELIGIOUS ONLY IN TIMES OF PERIL
THE CHURCH IS TRYING TO BETTER THE COMMUNITY
SCIENCE AND THE CHURCH
EVERY MAN HAS PROBLEMS; WHAT ARE YOURS?
WOULD YOU PAY A DOLLAR TO SAVE A LIFE?
WHAT WILL YOUR SON GROW UP TO BE?
ARE YOU SATISFIED WITH YOUR LIFE?
"LIKE FATHER, LIKE SON"
YOU NEED THE CHURCH
ARE YOU A "SELF-MADE MAN"?
ONE-HALF OF THE WORLD DOESN'T KNOW HOW THE OTHER HALF LIVES
"AM I MY BROTHER'S KEEPER?"
THE CHURCH IS A COMMUNITY INSTITUTION
THE GREATEST WORKSHOP IN THE WORLD BUILDS *MEN*

Free Institution Advertising.—If any man had been so bold ten years ago as to say that institutions which are maintained by the public at large or by an endowment should advertise, he would probably have been ridiculed as a dreamer of dreams. Yet that is exactly what many of these institutions are doing today and they are accomplishing things by this method that

they never would have been able to do otherwise. In this category may be classed institutions that are maintained by tax money such as the public schools, municipal museums, city libraries, municipal health services, and municipal aids of other natures, as well as those which are maintained by a special fee.

Schools.—Every taxpayer in the community has or should have an interest in the public schools because he helps to support them and because in most cases he has a boy or girl getting an education. It is sometimes hard to arouse an interest in certain people who have no children in school but even these may be influenced to help when they are convinced that the school is necessary if the community is to develop men and women. No other job is so big as that of training boys and girls to take their places in the community. The business man, the parent, the professional man—all must depend upon the coming generation for the trained men and women who are to help with the work of the community and eventually to take the place of those now in the places of responsibility. If there is any community interest in a man he must think not only of the town as it is today but as it will be several years from now, when his child is beginning to take his place.

Our compulsory education laws have done a valuable service to the cause of fitting boys and girls for life, but they have no power where power is decidedly needed; that is, when the boys and girls reach that age where special training and higher education should be considered. Only a fraction of one per cent ever get a high school education, and less than that number ever go to college or university to become trained leaders. The biggest educational problem is left unsolved; we force the multitude to begin and we let them fall by the wayside when they are half ready for life. It is becoming common enough nowadays for ambitious boys and girls to forge ahead to get some higher training so that the vast multitude which lags behind does not have an even chance to make a decent living and to enjoy life.

How are the public schools to interest the many who do not take advantage of them in the value of further training? How can these boys and girls who will soon take over the operation of the community enterprises and institutions be

made to see the value of fitting themselves for their jobs and growing into bigger jobs? Free institution advertising offers the most promising method yet devised for solving these problems. The taxpayers have paid their share in providing the equipment and teachers for the present schedule, but they can do nothing toward putting the work of the school before those who need to know about it. It is the job of those who guide the destinies of the students themselves to take this matter in hand. The officials of the school instruction staff will be the most able to do this work but they can act only when backed by the board of advisers which has the final say in school matters. These persons in turn will sometimes have to appeal to the taxpayers before the necessary means will be furnished them. All this can be done by intelligent and well-planned school advertising.

Campaigns which have been waged to increase the attendance in high schools and night schools have been productive of good results.[1] The increase has been more during the campaign than in several years before. School advertising is experimental only because the efforts in this direction are all confined to a few cities, not because the merits of such a practice have not been proved. These towns have found that by telling in paid space why every boy and girl should have a high school education they are able to persuade many of them who would ordinarily go to work after completing grammar school to go further. It costs no more to run the school with half enough students to fill it than it does to run it filled to capacity, and the returns to the community in well-educated men and women are just doubled.

Let us suppose, however, that the public schools cannot hold another pupil with the present housing accommodations and teaching force. Is there then any reason for advertising to secure more? If the men and women who are to be mayors, merchants, voters, and all else in the community of the future are to be of great use to the community, there certainly is need for educating them. The fact that the school is full does not mean that there is not something yet to be accomplished. The need for better housing, equipment, and teaching staff is the ready-made subject of the advertising. How can every boy and

[1] Notably, Sioux City, Iowa.

girl be given the fullest opportunity when there is nothing to help him? The taxpayers need to be informed of the situation and the problems that are just as much a part of their life as of the life of the boys and girls. Advertising will not only inform them of the existing conditions, but it will show them the need for something better, and eventually it will appeal to them and influence them to cast a vote in favor of the needed means. No other agency will reach so many taxpayers with the same message as the printed sheet, and no other agency will do its work so inexpensively as the newspaper.

How to Secure School Advertising.—Selling school advertising is a selling proposition, just like getting any other kind of advertising. The editor or advertising solicitor must first study the school situation and amass his data before attempting to convince anyone that advertising is needed. Obviously, he cannot go to the board of education and ask them to make room for more students or try to get more students when he doesn't know what they are already doing in the matter. Before soliciting, he should know the educational situation perfectly.

The first move will probably be to interest the teaching organization because it is to their interest to get their problems before the people. They can give their constituency a better understanding of the school and its problems through advertising than in any other way. When they need something and need it badly, they can get it through advertising. In most cases the teachers will not need much convincing and they will be of the greatest help in getting the subject across to the board of education. Superintendents and principals of schools must be converted to the new order if anything is to be accomplished. This will not be hard to do when they are shown that it is to their advantage to advertise.

Before going to the board of education with a plea for advertising, it is a good plan, with the help of the teachers, to draw up a series of advertisements for the schools. The teachers will have better ideas about what should be said than the editor, but he will know more of the fundamentals of advertising. It will make money in the end to have these advertisements set up and printed so that the board members may see just what effect they would have in the paper. It is not wise

Toulon Township High School

HENRIETTA SILLIMAN, Superintendent

A school fully accredited at the University of Illinois and on the approved list of the North Central Association.

TOULON HIGH SCHOOL OFFERS YOU THESE ADVANTAGES:

A faculty of eleven well prepared and experienced teachers.

Five courses of study—College Preparatory Scientific; Commercial; Domestic Science; Manual Training.

Character building clubs—personally supervised.

A well selected and recently enlarged library.

A fine new building with all modern equipment.

A large campus and athletic field, with strong athletic teams.

Excellent housing facilities for students in good private homes at reasonable cost.

INSTRUCTORS

HENRIETTA SILLIMAN
Principal, English
FRED GRIFFITH
Commercial Branches
JEWELL TYLER
Mathematics
VIRGINIA ACHESON
French, Latin, Economics
VERNA COOLEY
History
THEODORE McCULLOCH
Science
NONA LANDERS
Domestic Science
V. B. ASKEW
Manual Training, Coaching
MRS. OTTO BACMEISTER
English IV., Reviews
RUBY RUSSELL
Music

Freshmen are requested to bring their report cards—Please do not forget this.

Whatever your plans for the future, a good High School course is necessary—you can get it here.

Prospective students from Non-High School and outside districts should see or communicate with F. L. Griffith, Toulon, Illinois.

School Opens Monday, September 6

Registration Day, Friday, September 3

Come in and let us help you plan your education.

A typical advertisement inserted by a township high school. This and other similar advertisements brought in many students who would not have attended otherwise.

to solicit advertising from the board of education without first getting the backing of the teachers. What one man says, who is a respected principal or superintendent of schools, will be worth more than what the editor has to say.

As in selling other advertising, when the editor is absolutely convinced that school advertising will pay, he should not give up until a trial is contracted for. After running school advertising a year, the authorities will know something definite about its returns and then if they are firmly convinced that the returns do not justify the expenditure there is good reason for not advertising. Some editors will take a contract for such forms of experimental advertising on a "Satisfaction or No Pay" basis in order to convince doubting persons. This is sometimes a good method to use and is always a fair one provided the advertising copy is what it should be. The editor should not have to stand the expense of teaching some one to write school advertisement copy. Neither should he be entitled to revenue from advertising which does not produce results. If he is prepared to help school advertisers write their copy so that it will get results, he should not feel backward in asking for a reasonable amount in payment. There will be proportionately more work in selling and preparing school advertisements than in other kinds of advertising, but the editor must put forth this added effort if he will create new advertising possibilities.

Libraries, Museums and Public Health Advertising.—To get an understanding of the reasons such institutions as the above should advertise it is necessary to restate the purpose of advertising in general which is: *To inform members of the community and to appeal to them to act.* In so far as the purposes of these institutions are concerned with informing members of the community of their work and of appealing to them to act in any way, just so far are these institutions in need of advertising.

Take the library for example. This institution is maintained either by popular subscription or by an endowment for the purpose of helping members of the community to secure reading material. Most public libraries are not crowded, as you have probably noticed. There are always accommodations for many times the number of people who use them. The cost

The Public Library

ACTIVITIES OF THE MONTH

Number of days open to the public.....26
Entire number of books given out.....5,055
Increase over same period last year.....261
Number of books given out from children's room..1,398
Increase in circulation from children's room.....81
Number of books exchanged from agencies.....175
Entire number of readers and students counted.....577
Number counted in children's room.....183
Number of children entered in Vacation Reading Contest
..... 66
Number of books repaired at library.....757
Number of books rebound.....93
Number of periodicals bound.....6
Number of new books added
by purchase.....32
by gift.....39
by binding periodicals.....6
Number of volumes of periodicals sent for binding....86
Entire number of periodicals and pamphlets filed..1,791

GIFTS FOR THE MONTH

Miss Felice Baril, 18 volumes, 2 pamphlets.
Mrs. A. F. Clark, Flowers.
Mary Torr Chapter, D. A. R., 1 volume, 1 pamphlet.
Estate of Geo. O. Richards, antique tool used in making tubs and barrels.

A library advertisement which is part of a campaign to inform the public of the work of the library. It will be noted that the use of the library has increased during the year.

of maintaining the library is the same whether one man or five hundred men use its facilities during the week. If advertising will increase the use of the library, it will thereby decrease the cost of maintaining it per person. If an added expenditure of a few dollars for advertising space in which to urge the public to read books and periodicals will bring double the number of readers to the library, the cost of keeping those books and periodicals available has been decreased by half. Good advertising for a library should acquaint the readers with the purposes of the library and urge them to make use of their opportunities. Much can be accomplished by merely arousing the public's interest in the reading of good books. Much more can be accomplished by overcoming the inertia of the average person who would rather be without a book to read than walk to the library for it—until he has been made to feel that he is injuring himself by not getting it. Library advertising must be educational and persuasive.

Museums of all sorts have the same problem that affects the library. The exhibits are there—most of them just collecting dust—and are viewed by only a few persons who have learned to be interested in them. Most people do not know they exist nor why they are valuable. They must be told about the museum before they will become interested and before they will learn to use it to advantage. Advertising will bring more people to an exhibit in a month than would come in a year if they were not told about it. Here again it is possible to decrease the expense of maintaining a free or semi-free institution by the use of advertising space in which the aims, purposes, functions, and facilities are adequately treated.

Institutions such as *hospitals* and *public health services* depend upon the co-operation and interest of the public for their existence. What better way can be found for acquainting the public with the work of these agencies than newspaper advertising? Here the hospital may state its aims and urge readers to make use of its facilities. It can carry on profitable educational campaigns to better the human race by telling people why they should avoid putting off having medical work done until it is too late. If the hospital is dependent upon public fees to keep it up and to help continue the work, the adver-

tisements can create an understanding and a good will which will be worth many dollars.

Hospitals and other institutions which are generally classified as "noncommercial" are very often able to use advertising space in much the same way that commercial firms use it. If the hospital is considered to be a self-supporting institution it must necessarily get the funds for its operation from the patients. When this is the case there should be no reason why newspaper space should not be used. It should not be unethical to inform people of what the hospital is doing and to urge them to use it whenever necessary. Why is it that some persons who are absolutely dependent upon public support try to hide the fact? There is nothing low in taking money for service performed to the satisfaction of all concerned. Why should there be anything wrong in soliciting such service?

Professional Advertising.—It is now quite generally considered unethical for a professional man to advertise either for the purpose of telling what his work is or to attempt to get clients, or patients. Most professional men carry a small card in the country paper, but they cannot be induced to use display space. The reason for this is usually given as the distrust which professional men have for those insincere persons who defraud the public through advertising. Professional men of high standards hate "quacks," and will not use the same methods that these quacks do to get business. In the spirit of their argument they are certainly right. No one in the country believes that quack doctors and dentists and lawyers should be encouraged or be given any business so that they may continue to maltreat the public. Everyone would be glad if a way could be found to do away with these unethical, dangerous liars and hypocrites.

The question is whether or not the abstinence of the really worth-while medical and dental men from newspaper advertising is helping to do away with the worthless ones. Let us consider that a quack doctor advertises that he can cure cancer. His ad reads: "When doctors give you up there is still a chance. Come and learn about my wonderful cure." Is it any wonder that a man who is about to die (so he is told) would try the cure since it is his only chance? We cannot

defend the policy of the newspaper that would permit such advertising in its columns, but neither can we defend the policy of professional men who permit such practitioners to influence the public. Would it not have been better for the licensed and learned men who are reliable to have educated the public on the subject of cancer, in an endeavor to save people from making the unwise and often disastrous step to the office of the quack?

We have been able to educate the public into believing that it is right and proper to vaccinate, to sleep in a room full of fresh air, to be clean, and to use sanitary measures. Isn't it just as probable that we could educate them to come to the right kind of doctor when there is something wrong and to shun the quack? Yet it is considered unethical for worthwhile professional men to advertise, and people are still left to be swindled and killed because they do not know better. It would seem to be one of the duties of the men who know what is and what is not good for the human body to tell others about it and to see that everyone is so well informed that he will not make a disastrous mistake.

What better method could be found for professional men to use to educate the public in medical matters than newspaper advertising? It would not be necessary to advertise a sure cure as the quacks do and thus reduce the honest men to the lower standard, but people could be so informed and convinced that they would never consider going to a doctor who was not licensed or who had no creditable standing in the profession. Some professional men are beginning to think so, but they have not been able to bring their colleagues to this way of thinking. No doubt it will be a hard battle before any definite results are secured but sometime in the future professional men will advertise, and they will advertise in such a dignified way that cheap quacks will be scorned as they should be. It is perfectly possible to advertise dignified professions in a dignified manner. If we can distinguish between a reputable business house and a cut-rate store by their advertising, the same distinction could be made in professional advertising.

Some dentists have begun to advertise and they have secured good results. They are by no means the poorer dentists,

as anyone will agree who has had work done by some of those who do not advertise. When truth is made the substance of all advertising, there can be nothing unethical in using it. It is hardly possible that a dentist is less honorable because he is able to do dental work for less money or because he believes in educating the public concerning his work.

It should be stated here that newspapers themselves are partly responsible for the unfavorable attitude that professional men have toward them. As long as such false, misleading advertisements are allowed to appear concerning "sure cures" for anything, no reputable man is going to advertise. In this day and age when we of the newspaper profession pride ourselves on our advertising standards, certainly nothing which is as base a prevarication as quack doctor advertisements should be allowed to get into the paper. When our houses are clean we will have a better chance to tell another fellow how his should be run.

Public Utilities Advertising.—Happily, this type of advertising has become quite common in the past few years, so that when a country editor wants to solicit from his local public utilities he can show them what is being done in other cities. The public utilities depend for their success upon the good will of their customers and this good will can be adequately created through newspaper advertising. It is a deplorable fact, however, that most public utilities do not think about appealing to the people until some question arises which puts them in a bad light. It would be much better for all concerned if the public serving agencies such as light, gas, and power concerns would keep the public informed of what they are doing and why. It is much harder to convince the public that a raise in prices is necessary after it has been instituted than before. If educational advertising were used beforehand to show the public why it was necessary to raise the rates, there would be less strife at the time of raising them.

There is another side to the question, and that is the public's side. All concerns which serve the public in a vital way should be responsible to the public as well. It is every man's right, who is a user of electricity, for instance, to know why the service is not as good some nights or days as it is on others. He should have a right to know what has to be done and why

DO YOU WANT LOWER LIGHT RATES?

The Light Company Has Positively Refused the City's Demand to

CUT THE RATES! WHY?

When Other Cities of the Same Size Show Large Profits Operating Local Plants.

Estherville, Iowa

Gross Receipts	$62,314.00
Gross Expense	$34,700.00
Net Profits	$27,614.00

LIGHT RATES

First 100 K W H at	11c
Next 100 K W H at	10c
Next 100 K W H at	9c
Next 300 K W H at	8c
Excess at	6c

Discount 10%

Algona, Iowa

Gross Receipts	$70,855.00
Gross Expense	$32,000.00
Net Profits	$38,855.00

LIGHT RATES

First 30 K W H at	11c
Next 70 K W H at	10c
Next 200 K W H at	9c
Excess	8c

Discount 10%

Denison, Iowa

Gross Receipts	$77,146.05
Gross Expense	$54,154.08
Net Profit	$22,991.97

LIGHT RATES

Start Net	11c

Slide down to 7c per K W H.

Manilla, Iowa

Gross Receipts	$24,000.00
Gross Expense	$11,369.21
Net Profits	$12,630.79

LIGHT RATES

First 75 K W H at	10c
Excess at	6c

Special Window Lighting Rate of 2c per K W H.

Voters Have Everything to Gain and Nothing to Lose by Voting the Franchise Down.

Do Not Allow Your Vote to Be Cancelled by Not Getting Out. BE SURE TO VOTE NO, Tuesday, August 24.

Members of the Council—Elected by You to Represent Your Interests—Desire to Present Their Conclusions as a Result of Thorough Investigation.

—RESOLUTIONS—

The following statement is made in the belief that the people of Storm Lake are interested in our personal opinions on the electric light question.

As you all know this light question has been a very live one for the past year or more, and during that time we have given it considerable thought and investigation.

We find that the electric light rates charged in Storm Lake at present are considerably higher than are those in neighboring cities of approximately the same size, under about the same amount of electric current. Yet those neighboring cities, with municipal light plants, are operating their plants at substantial profits. A request for lower rates has not with refusal here in Storm Lake just recently.

In the coming election the light company is asking for a 25 three year extension of an old franchise which was granted some twenty four years ago, and which does not contain protecting clauses to the city in various ways, as does the modern franchise. It is what may well be called a "naked" franchise.

Following the years of unsatisfied service given us by the Iowa Light, Heat & Power Company, we fail to see wherein they have the right to expect such a gift as is the franchise they are asking for in the election.

The defeat of the franchise will leave the city with time in position to negotiate with the Iowa Light Heat & Power Company, or any other company equipped to furnish current for Storm Lake at the best rates and terms that can be obtained.

For the above, and numerous other reasons, it is the belief that the interests of Storm Lake will best be served by refusing to grant the franchise extension to the Iowa Light, Heat & Power Company at the coming election of August 24. We cannot see wherein the city stands to gain in any way by the granting of the extension.

SIGNED:

A. H. Cunningham
Chas. Skewis
A. E. Brunson
Mayor Guy E. Mack.

No One Need Fear Current will Be Shut Off, as There are Other Utilities Ready and Willing to Step in—Sac City on the South and Lines Eight Miles on the North. Mapleton and Sac City have Been Trying to Get The Iowa Light, Heat & Power Co. Out of Their Towns After Their Franchises Have Expired for Months.

This double page spread is the result of a battle between a public utility corporation and prominent citizens of the town. The corporation could have avoided such a crisis by the use of well-planned, instructive, explanatory advertisements during the months that preceded the election.

more money must be charged for it. If he must pay more for his electricity the least he can expect is that he know where his money is going.

Charitable Institution Advertising.—It sounds paradoxical to say that an organization which depends upon public contributions should spend money to get them, but that is just what is being done. Charitable organizations have found that by stating their case to the readers of the newspaper they can get more assistance than in any other way. They have found that by spending a certain amount for newspaper advertising they are able to get contributions totaling many times more than by the personal appeal method.

No campaign illustrates this tendency quite so well as the "community chest" drives which are put on in most large cities every year. In this drive all of the charities band together for the common purpose of appealing to the public to contribute to charitable work. Without the help of newspaper advertising such a wholesale campaign could never be put over, but with it the matter is simplified.

It may not be necessary to mention here that any contribution the editor of the newspaper may care to give should be given outright and that he should receive the regular rate for his advertising. Of course, in this, as in all considerations about soliciting advertising, one must keep in mind the fact that the news elements of such campaigns will receive a liberal and truthful coverage. Unless all the news is being written the newspaper has no right to any kind of advertising.

Municipal Government Advertising.—It would seem that there is nothing which should not be advertised when we can consider municipal government as a legitimate source of advertising. Nevertheless, from the standpoint of the officials of the government and from that of the public, advertising is worth while and necessary. Very few people know what the municipal government is doing, how it functions and what it is not doing that it should be doing. Only at times when an election is likely to force some one to lose his job do officials of the municipal government think it worth while to appeal to the public to hear their side of the case. If they had stated their problems and how they were handling them during the months when the minds of voters were not upset over issues

THE CAMERON ENTERPRISE THURSDAY JULY 1, 1926

STATEMENT

Of the financial condition of the City of Cameron on April 1, 1926, when the new Aldermen of the city assumed charge of its administration.

LIABILITIES

Date Issued	Item	Description	Due	Rate	Amount
5-15-1915	1	Street Special warrants	Serially	6%	$ 5,000 00
3-1-1895	2	Water Works Bonds	3-15-1935	6%	4,000 00
7-1-1911	3	Old Sewer Bonds	3-1-1951	6%	1,000 00
2-15-23	4	New Sewer Bonds	Serially	6%	11,000 00
1925	5	Sewer Disposal	Serially	6%	23,000 00
1925	6	Street Paving Warrants	Serially	7½%	69,000 00
1925	7	School Bonds	Serially	5½%	140,000 00
1925	8	H F Smith Gravel Pit	Serially	8%	1,900 00
1925	9	Fire Truck	Serially	6%	10,625 00
1923	10	Mrs Green Park Notes	Serially	8%	5,350 00
		Short Time Notes			
	11	First Nationau Bank, Cam	2-15-1927	8%	10,460.63
	12	Mrs. Green, cash borrowed	2-15-1927	8%	4,000 00
	13	Mrs. Terral, cash borrowed	2-15-1927	8%	4,000 00
	14	Eureka Fire Hose Co	2-15-1927	6%	1,400 00
	15	Tex. Bank & Trust Co	2-15-1927	8%	2,000.00
	16	Tex Bank & Trust Co	5-1-1927	8%	150 00
		Total Fixed obligations			$292,885.63

It will be necessary to provide from taxes the following sums

For annually maturing Bonds and interest on entire issue Items number 1 to 7	23,942.50
Payments of short times notes and interest	28,419.25

Ordinary expenses 4-1-'26 to 4-1-'27 as fixed by old Board of Aldermen:

Mayor's Salary	$ 600 00	
Secretary	600 00	
City Marshal	1,200 00	
1st Deputy	600 00	
2nd Deputy	240 00	
Health Officer	150 00	
Fire Truck Driver	1,020 00	
Cemetery Donation	600 00	
United Charities	120 00	
Mrs. Slocomb, rent	60 00	
Dumping Ground rent	100 00	
5 Aldermen, $48 each per annum	240 00	
City Attorney	48 00	
Tax Assessor and Collector	3,500 00	
		23,942 50
		28,419 25
Water Company 12 months approximately	$2,000 00	
Light Company, 12 months approximately	2,000 00	
Band Director. Salary	1,800 00	
Total	$14,878 00	14,878 00
Total of fixed amounts necessary		$67,239 75
In addiuon to the above, the expense of Street maintenance at the lowest possible estimate will be for 12 months		5,000 00
Incidental expenses, Sanitary Commission, additional Salaries to some employees		750 00
Total		$72,989 75

Explanatory Statement

The present Board has inherited an indebtedness approximating $30,000 00, by reason of the past finance committee having permitted the annual expenses for several years to exceed the annual income, and some of those expenditures we regard as unwise and wholly unnecessary

The income of our City from taxes averages about $60,000 00 per annum, we hope that with close collections of current taxes, and also collections from delinquent taxes, which now amount to the total sum of about $30,000 00 to increase the income of the city to the sum of $65,000 00, and if our Board of Aldermen will co-operate with us in our policy of strict economy and retrenchment, we hope to reduce the inherited indebtedness by at least 50 per cent.

We also wish to call the attention of our taxpayers to a very important subject for serious consideration

The City is now paying 7½% interest on $69,000 00 of street paving warrants. They are payable on or before, and these warrants can be readily converted into bonds with fixed maturities carrying a rate of 5½% interest, which would constitute a saving to the taxpayers of about $1,350 00 per annum We heartily recommend that a group of public spirited citizens be organized for the purpose of calling for a Bond Election to convert these warrants into Bonds.

Auditor for 1924 calls attention of the Board to the following significant facts

"The revenue during the past year exceeded the previous year by approximately $5,000 00 However, the expenditures were much greater, the short term 8% debts have increased from $2,300.00 to $11,950 00. Vendors' Lien Notes were outstanding during the year in the sum of $5,350 00 The past Finance Committee failed to pay interest on said notes for 2 years, and the present Board was obliged to pay compound interest on the past due interest."

Cameron, Texas, June 30, 1926.

---Finance Committee
J. C. Joseph, Chairman.

This is a good illustration of the way in which officials of the city government in some localities are using advertising to inform voters.

which are mostly imaginary they would have had a much better chance to be heard.

Then there is the side of the public. Every man who pays taxes to the city government has a right to know how his money is being used, what new improvements are contemplated for the city, and why. If the council thinks it wise to withdraw support from a park or public swimming pool, the taxpayers want to know why and they have a right to know. There would be less strife at election times if more information were given out regularly.

When no publicity is given to an act of the city council, there is no chance for a citizen to have a say in the matter. It is just possible that some one in the community may know of a very good reason why the thing should not be done, and yet the chances of his ever being called before the council to tell what he knows are not very good. It is true that the council has the final say in all matters of city government, but it will respect the opinions of those citizens who have reliable information.

CHAPTER VIII

Farm Advertising

Farm advertising is one of the undeveloped possibilities in country journalism. The editor devotes most of his time to selling the local merchants and business men in the town and forgets that outside the town, in the trade territory of those merchants and in the paper's field, there are many persons who have things to sell and wants that other farmers could satisfy. It is quite probable that much of the produce of the farms in the community could be used in that community if it were properly distributed. As it is now, no one knows what the other man has to sell, and so no one thinks of buying from him. Many of the things that farmers need and do buy are sold to them by special salesmen and agents who travel through the country and never advertise in any medium. These agents and peddlers are the poorest type of people in the world. They are out to get all they can and to give the least. They do not help to keep the local community up, to pay taxes, or to help in community enterprises. The extent of their interests in any community depends upon the amount of money that they can take out and the amount of bad rubbish that they can sell. If the editor of the country paper did no more than influence farmers to buy from local business men, he would be doing everyone concerned a great service. If he can further influence farmers to buy what they can from each other he has helped them all.

Farmer Classifieds.—Classified advertisements offer the farmer a great service at low cost. Very often a farmer has something that he wants to sell, but it is a small sale and he does not feel that he can afford a display advertisement large enough to attract attention to his produce. Perhaps he wants to sell a stack of hay, say of ten tons. In order to do that he may have to sell to ten different men who need only a ton apiece. The classifieds are his best instrument because they

will be read by many people. If he has enough hay to sell so that the profits will permit him to buy display space, he should by all means do it. There is no limit to the variety of things that can be sold through classified advertising if it is intelligently written. Classifieds are of more value to the farmer than they are to people living in the town because farm readers devote more time and attention to advertisements than do the city people. In the small town, also, most people are well acquainted and hear by word of mouth of many of the bargains that they need. When one man buys a bushel of potatoes from another, some one else will talk to the purchaser and find out where he, too, can get potatoes. The same process

Farmers' Swap Column

There is no charge made to subscribers for this service. Free insertion is given to advertisements of farmers who want to exchange things.

LAMPS FOR PULLETS. I have two large Aladdin swinging lamps, complete, make beautiful lights that I will exchange for pure-bred pullets. Lamps cost $15. Mary Riardon, Canmer, Ky.

I HAVE sweet fern, haha rose, musk orange, pearl bush, arbutus, rose willow for trade for strong peony roots, gladiola bulbs, double lilies, hardy delphiniums, belamosa and belladonna, roses, monthly or climbing, Boston ivy, hardy phlox, Sweet Mary, purple torch light, rose moss, dwarf phlox, violets, red dogwood, cranberry roots, etc. Write Mrs. Eugenia Kreiger, Baldwin, Lake County, Mich.

Paid Farm Want Ads

FARM FOR RENT—Good farm consisting of 200 acres in Prairie Green township for rent. See or write Mrs. N. M. Shankland, 505 South Fourth Street, Watseka. 40-50-51-52

FOR SALE—Choice Duroc Jersey boars. Frank Weygandt, Martinton, Ill. 46tf

FOR SALE—Buff Orpington cockerels $1.50 each. Eugene Biamont, Clifton, Ill. Phone 215. 47-48-49p

FOR SALE—Two cows, will be fresh soon. Geo. Henrichs, Danforth, Ill. 48-49

A "Farmers' Swap" column and several farmer classifieds are given here to show the kinds of advertising that farmers are doing.

goes on in the country, but it is much slower. People live farther apart and a trip is necessary to find out if a certain thing can be purchased. The classifieds will reach all of the farm readers every week, and they will be saved many trips which would net them nothing.

Farm Display Ads.—About the only time that farmers think of display advertising is when they must have an auction sale. If they had used it a few times before and sold off some of the old stock that they no longer needed, they perhaps would not need to have an auction sale so often. Every farmer has around his place numerous pieces of machinery and often some live stock that he does not need and that some one else wants. He can't sell it because he does not know who wants it. Yet when it is sold at auction there is a buyer for it. By the use of display advertising he could clean up his place of all this material that he does not need and get a considerable amount of cash in return.

Farmers have to be sold on the idea of display advertising because they think that it costs too much money. They have never used it, and so do not know what it will do for them. They know nothing of writing advertisements and so they would rather take chances on finding some one to buy through talking to other farmers.

Display advertising is to be recommended when the farmer has several articles of a different nature for sale. There should be enough merchandise to make an attractive display possible and to sell for enough to make it profitable. It would be poor business to urge a farmer to take large display space to sell one hog, but if he has several to sell, some cattle, and perhaps some machinery, he can best do this with attractive display advertising. Each article must be so displayed that it will strike the eye of the person who wants that article. If these many different things were placed together in one classified, the reader would not get down to the merchandise that he was interested in but would stop reading when he thought that there was nothing he wanted. It is a mistake to sell classifieds when the things to be sold should have display space in order to appeal to many different buyers. Classifieds are for the purpose of selling one thing or several similar things; they

are not effective when they are filled with too many things of great variety.

Articles which are similar in classification but different in kind can be sold through classifieds because of the similarity of interests in the readers. Household goods of all kinds can be listed in the same classified because the one who is interested in buying one article of household goods will look through a list of them to find what he wants. When household goods, machinery for putting in crops, live stock, and other dissimilar items are to be sold, they should not be thrown helter-skelter into one small classified. This is expecting classifieds to do the work of display advertising.

Position of Farm Advertising.—Remembering the principle of associating reading matter and advertising, the editor will do best to put farm advertising where there is reading matter of interest to farmers. Failure to do this has been one thing that has made farm advertising in the past a poor-paying proposition. The farmer classifieds have been run in the same column with the city classifieds, and few farmers have read them. If the classified farm ads were taken out of the city column and placed on the farm page with a special heading of "Farm Advertisements" or something similar, they would immediately attract the farm readers' eyes. Once this department comes to be recognized as a part of the farm page or as a part of the farm reading in the paper, it will be read every week. Farmers will come to depend upon this column as a means of exchange between them, and they will use it to sell and buy what they have and what they need.

When farmers have produce to sell which they know will sell best to people living in town by reason of the scarcity of that produce in the town, then the advertisement should be placed where it will attract town readers. Butter, milk, eggs, and vegetables are examples of things which will sell in town and should be displayed around news of interest to town readers.

What Can Farmers Advertise?—One reason that many farmers do not advertise is that they do not know what they have to sell or what they need that they could get from some one in the community. It is part of the editor's task to show farmers what they can sell at a profit and what they can get by

advertising. In soliciting farm advertising the editor must first convince the prospect that he has something which he does not need but which some one else wants. After that a trial will convince him of the newspaper's efficiency in helping him get what he wants. If the editor has a list of things that are ordinarily found on the farm and that are often offered for sale, he will be able to look over the farm and suggest possibilities for ads to the farmer. Such a list follows and although it cannot take in everything that will sometime be offered for sale it will serve as a suggestion to the solicitor.

Farmers can and will buy and sell:

Live Stock.—Every kind of live stock that is found on a farm or stock ranch will furnish a suggestion for advertising. Every farmer raises some stock that he has no need for, and some one needs just that stock. Hogs, cattle, horses, poultry, sheep, etc., are examples.

Farm Machinery.—It has been said that the average machine is discarded after the farmer has used it two seasons. Perhaps he does not need the machine for one season, and he lets it sit out and rust. He could sell this and have cash in the bank. The next time he needs a machine he will have money with which to buy it. Examples are grain elevators, pumps, mowers, rakes, stackers, plows, drills, hullers, corn shredders, engines, separators—both grain and cream—tractors, etc.

Buildings.—Many farmers have small sheds and larger buildings which they have long since ceased using but which are in good condition. These buildings may be suitable for some other farmer. Examples are hog and sheep sheds, woodsheds, barns, pigpens, chicken houses, feeders, etc.

Produce.—Milk, butter, eggs and vegetables are produce which most farmers have for sale. Some of this they can sell to people in the towns. The stores will take some, but they cannot take all of the farm produce, and do not pay as high for it as indivduals are willing to pay to get fresh produce. If it becomes known that Jack Jones has fresh vegetables for sale he will sell much to town people who want fresh vegetables, and also to those farm neighbors who have been less fortunate in their gardens. Particularly at canning season should the farmer who raises cucumbers, beets, and all fruits,

be taught to advertise. Housewives who preserve foodstuffs for the winter would rather get them fresh from the farmer than to have them shipped in, when they are sure to be less firm.

Feed and Seed.—Every year, in the small grain states, there are farmers who have to buy seed for certain crops. Often they get this seed from grain companies and pay more for it than they would have to pay another farmer. If a farmer has a hundred bushels of seed wheat that he does not need, he can get a good price for it in the spring. Feed for hogs and chickens, cows and horses is always a stable commodity, and some one will be running short. These items can be advertised.

Other Foodstuffs.—Many farmers make a profitable business out of side lines such as bee keeping and raising sugar trees. Honey and maple sugar and syrup are products used the world over, and so will be salable to all kinds of people. All kinds of berries and other fruits can be sold through advertising.

Forest Products.—Farmers who own patches of timber land have wood for sale in the wintertime. This cord wood can be used by residents in the city, and a buyer can be found for logs if they are advertised. All kinds of lumber are usable for anyone who wants to put up a building.

Soliciting Farm Advertising.—Some farm advertising will come in unsolicited, but most of it will necessitate a trip to the country. If the editor has started the practice of visiting his farm subscribers to get farm news, he will have an opportunity then of seeing what they have that can be advertised. When he is out to get new subscribers he may pick up several farm ads. Country correspondents can be trained to get farm classifieds if they are paid something for their time. They should be furnished with a list of the things that can profitably be advertised in the classified columns and should be aware of the limitations of that column. They should be paid as much for getting advertisements as it would cost to have a solicitor.

Much can be done toward building up the farm advertising by educating farm readers to use the farm column. In the self-advertising that the paper uses there could be several advertisements telling farmers what they can exchange among

themselves, and how to find a buyer for what they have to sell. The advertising idea must be sold to them, and messages in the newspaper are very effective in doing this.

The arguments that are used to sell advertising to farmers are practically the same as those used to sell local business men. Care must be taken to see that the farmer knows the functions of advertising before a sale is attempted. He must be taught that advertising brings prospects and does not necessarily make sales. If the article does not suit the prospect it is not the fault of the advertising that he does not buy.

Farmers will be slow to try anything new, and unless they have used advertising before they will doubt its worth. It is a good plan to get a farmer to try a small classified at first about something that is salable and in good condition. Seasonable produce is a good starter since people will be on the watch for this.

Getting National Farm Advertising.—A certain farm weekly advertises itself by showing the number of national advertisements that it carries for farmers. If it is good business for farm magazines to solicit national farm advertising it ought to be good business for the local weekly newspaper to try to get some. Yet very few of the products advertised in the farm magazine are advertised in the country paper and the reason is partly that this advertising has not been solicited. This same farm magazine advertises that it goes to more than half of the farm homes in the territory. It is very seldom that a country paper does not reach more than half the farm homes and some of them go into 90 per cent of the homes. This should be a strong argument with the national advertisers. Of course, the subscription list of the country paper is not nearly so large as that of the farm magazine, but neither are the rates anywhere near as high. The country editor could get a reasonable rate for the national advertising in his paper and make it profitable for the advertisers. Every product that is advertised in the farm magazine could be advertised in the country weekly with success.

This national farm advertising must be solicited just as other national advertising is solicited but the selling story must contain more information about the farming community. The survey must include all of the farms in the territory cov-

ered by the paper and the information about farmers must be complete. All of this information can be secured in a survey, and it will pay the editor to have it to furnish national advertisers. The fact that the country paper carries much country correspondence and other news of interest to local farmers, which farm magazines never can get, makes it a valuable medium for national farm advertisers.

Co-operation with local dealers in farm equipment will result in securing some of this advertising. They will often be able to induce their concerns to use space in the local paper by telling them of the possibilities for sales through such advertising. Most farm machinery dealers in the small towns have not yet learned to advertise but they, as well as other merchants, can be sold on it. When they see the vast amount of advertising that the makers of the products they sell take in farm journals, they will want to see their own ads and names in the local paper. The local dealer when sold on advertising will help to get the manufacturer interested.

Some of the companies manufacturing products that are nationally advertised to farmers are here given. These products could successfully be advertised to farmers through the community newspaper.

Company	*Address*	*Product*
Ford Motor Company,	Detroit, Mich.	Tractors, plows, etc.
Carrer-Mayhew Co.,	689, 19th Ave., Mpls., Minn.	Separators, grain.
U. S. Farm Sales Co.,	Salina, Kansas.	Harness.
Link Mfg. Co.,	Fargo, N. D.	Grain elevators.
Long-Bell Lumber Co.,	Kansas City, Mo.	Posts, lumber.
The Rubberoid Co.,	New York.	Shingles and roofing.
Nichols & Shepard Co.,	Mpls., Minn.	Grain separators.
Ohio Cultivator Co.,	Bellevue, Ohio.	Farm machinery.
John Deere Co.,	Moline, Ill.	Farm machinery.
Shultz Seed Co.,	Olney, Ill.	Seeds.
J. N. Rokely & Son,	Bridgman, Mich.	Plants and seeds.
Oliver Chilled Plow Works,	South Bend, Mich.	Plows.
The Roderick Lean Co.,	Mansfield, Ohio.	Harrows and discs.
R. H. Shumway,	Rockford, Ill.	Seeds.
Kitselman Bros.,	Muncie, Ind.	Fence, steel posts, etc.
Red Top Steel Post Co.,	38-B So. Dearborn St., Chicago, Ill.	Posts.
Beacon Falls Rubber Shoe Co.,	Beacon Falls, Conn.	Rubber footwear.
United States Rubber Co.,	Akron, Ohio.	Rubber products.
Armour & Co.,	Chicago, Ill.	Meats.
The W. W. Feed Grinder Co.,	Wichita, Kansas.	Feed grinders.
American Field Seed Co.,	Chicago, Ill.	Seeds.
Continental Cultor Co.,	Springfield, Ohio.	Tractors.
Martin Steel Products Co.,	Mansfield, Ohio.	Steel poultry houses.

Avery Power Machinery Co.,	Peoria, Ill.	Threshing equipment.
Portland Silo Co.,	Portland, Ind.	Silos.
Thomas & Armstrong Co.,	London, Ohio.	Silos.
Keystone Steel and Wire Co.,	Peoria, Ill.	Fence.
American Seeding Machine Co.,	Springfield, Ohio.	Farm machinery.
Advance-Rumely Thresher Co.,	LaPorte, Ind.	Threshing equipment.
Papec Machine Co.,	Shorsville, N. Y.	Corn cutter.
DeLaval Cream Separator Co.,	Chicago, Ill.	Cream separators.
Burton Page Co.,	400 N. Mich. Ave., Chicago, Ill.	Milking machines.
Rock Island Plow Co.,	Rock Island, Ill.	Farm machinery.
James M. Walsh Co.,	123 Grand Ave., Milwaukee.	Harness.
L. I. Case Threshing Machine Co.,	Racine, Wis.	Threshing equipment.
Albert Dickenson Co.,	Box 212-G., Mpls.,	Poultry helps.
Browne Mfg. Co.,	Quincy, Ill.	Poultry houses.
All automobile manufacturers.		

The list is representative of the many companies that could be advertising in country papers. Many more prospects can be secured by examining farm magazines. Besides products like farm machinery, feed and seed, poultry products, etc., many foods, musical instruments, toilet articles and like things are advertised in farm magazines. These types of advertising could also be placed in country papers. Securing such national farm advertising requires initiative, planning, and perseverance on the part of the country editor.

CHAPTER IX

Special Pages

Special page advertising is not a new development, but every now and then some editor finds a new plan which works well and could be used by other editors. The publisher's aim in all special page advertising is to arouse interest in advertising, and to give the newspaper some special revenue. The cautions which were given under special editions will apply equally well here. If special pages do not secure any advertising which would not be secured otherwise, they are not worth the time and trouble necessary to get them.

The use of special pages has come about through the special days or special occasions which are held in most country towns. Pages for these occasions will vary in character with the event itself, and will depend upon the success of those events for results. It will require much forethought and planning on the part of the editor to arrange for special pages, and much work in getting the extra advertising. His work will be materially lessened by educational news and advertising which arouses interest in the special occasion before he starts to solicit.

In practically every case the editor must sell the idea of advertising on special occasions to the business men of the town. He must first convince them that it is good business to have such unusual days, and secondly that it is good business for them to take extra advertising space on these days. When the merchants of the town are themselves the instigators and organizers of dollar days and the like, the editor's problems are very much lessened.

Dollar Days.—Nearly every town has one or more merchants who have successfully used the dollar-day idea and who are willing to push it hard. These merchants usually are good advertisers and are a great help to the editor in getting cooperation from other merchants. The success of any dollar

day, so far as the editor is concerned, depends upon the co-operation of the merchants of the town. The plan is

RED BANK REGISTER, AUGUST 17, 1926.

Red Bank Dollar Days

AUGUST 12th, 13th, 14th

Special efforts have been made by the merchants of the Red Bank Business Men's Association to give the public the most and the best value for their dollar. Unusual savings on reliable and standard merchandise is stressed for the days of the Sale.

Through the co-operation of the Association special prices are obtainable in men's, women's and children's wearing apparel, household furnishings and decorations, jewelry, furniture, groceries, gift items—every line of merchandise is featured.

SHOP IN RED BANK

"We, the merchants advertised as members of the Red Bank Business Men's Association, do hereby pledge ourselves to serve the public, our customers, cheerfully and honestly, and represent every item truthfully. It is our earnest desire to continue and increase the good will and confidence of the public in their shopping in Red Bank."

SHOP IN RED BANK

$1.00 off
ON EACH $10.00 PURCHASE
during the Red Bank Business Men's Dollar Day Sales or $1.00 off every $10.00 unit of your purchase. Great opportunity for big savings during the month of August. All Furniture and Home-furnishings greatly reduced to real Special Prices.
MARKS FURNITURE CO.
27-29 Monmouth Street Red Bank, N. J.

$ 1. Ladies' Silk Hose, Polly Brand, 3 for $1.00 Value 50c pair.
2. Ladies' Step-ins, fine Voile Silk Stripe, 3 for $1.00. Value 65c pr.
3. Hand Made Philippine Gown, pretty embroidery, white and colors, $1.00 Regular $1.50.
4. Girls' School Dresses, size 7 to 14, $1.00. Value $1.50, $2.00, $2.25.
ABOUT 50 OTHER WONDERFUL SPECIALS FOR THE $1.00 DAY.
$ N. GOLDBERG $
24 Broad Street.

Dollar Day Specials
Daniel Green Felt Comfy Slippers. Many Bargains in Children's Shoes.
YOUR CHOICE $1.00
WHITE SHOE CO.
9 Broad Street.

ROBERT HANCE & SONS
FURNITURE DEPT.
SECOND FLOOR
Oval Rag Rugs $1.00
Serving Trays, ... $1.00
7-Piece Ice Tea Sets, . . . $1.00
Fruit Bowls in colored glass, . $1.00

Aluminum Cooking Utensils
6-Qt. Covered Sauce Pan
10-Qt. Preserve Kettle
11-In. Colander
6-Qt. Covered Sauce Pot
2-Qt. Double Boiler
11-Qt. Dish Pan
4-Qt. Water Pitcher
YOUR CHOICE $1.00
ROBERT HANCE & SONS
12 Broad Street Red Bank, N. J.

ROSEBUD SHOP
44 BROAD STREET.
Hats formerly up to 3.95 ..... $1.00
Corsets formerly up to 5.00 ..... 1.00
Brassieres formerly up to 3.50. ..... 1.00
Hose, Raymond "One Twenty-Five," 1.00
ROSEBUD SHOP
44 Broad Street.

Dollar Day Specials
Men's Rayon Silk Hose, 2 pairs, $1.00
Men's Silk Neckwear, 2 for $1.00
Men's Caps, reg. 1.50 and 2.00 values, each $1.00
CLAYTON & MAGEE

One Jar of "Our National" Mayonnaise
28 cents
With Every Dollar Purchase.
MORI BROTHERS
Successors to B. Alperin.
20 BROAD STREET, RED BANK, N. J.

$ $ $
DOLLAR DISCOUNT
on any article purchased during Red Bank Booster Week.
Jersey Central Power & Light Co.,
66 Broad Street Red Bank, N. J.

"Say It With Flowers"
We are offering the two following Specials
at $1.00 each.
[illegible] | [illegible]
W. W. KENNEDY & SONS
41 BROAD ST., RED BANK, N. J.

Bikerwits
24 BROAD STREET. RED BANK.
$1.00
OFF ON ANY ARTICLE IN OUR STORE
During Thursday, Friday and Saturday of this Week—"Red Bank's Dollar Days."

TOWN ELECTRIC SHOP
FRANK LESLIE, Proprietor.
19 MONMOUTH ST., RED BANK, N. J.
1. Curling Irons.
2. Boudoir Lamps.
3. Electric Match.
4. Selected Glass Shades.
$1

Our "Dollar Specials"
Consist of our regular merchandise reduced for this occasion.
We urge you not to overlook this opportunity. Telephone orders will be given careful attention. Deliveries Free.
ACKER, MERRALL & CONDIT CO.
11-13 Broad Street, Red Bank, N. J.
Telephone Red Bank 1040-1041.

OUR DOLLAR SPECIALS
are too numerous to mention. Look over our Dollar Tables and save money.
TRUBIN'S
Art-Kraft Shoppe
76 Broad St.
Stationery Store
86 Broad St.

Shirts $1.00
Collar attached in Broadcloth, fancy stripes and plaids. Sizes 13½ to 17.
Silk and Wool Ties, 2 for $1.00.
Men's Union Suits, 2 for $1.00.
MONMOUTH ST. MEN'S SHOP.
28 MONMOUTH ST., RED BANK, N. NEAR BROAD.

Our Dollar Specials
Park Davis Toilet Articles, 1.50 value for $1.00.
1 Box Jergens or 1 Dozen Colgate's Soap, 1 Face [illegible] Cloth, 1.45 value, for $1.00.
Choice 2 75-cent Bottles Perfume, $1.00.
Schroeder's Pharmacy
H. C. HUBBARD, Prop.
16 Broad Street, 'Phone 146-38.

DOLLAR SALE
STOP! LOOK!! for the big bargains in
Toys, Stationery, Etc.,
at Red Bank Waiting Room.
All Buses Stop Here. 22 West Front St.
H. BELGRADE, Prop.

J. Yanko
Formerly Hillers & G. Red Bank N.J.
45x36 Pillow Cases
Hemmed, good quality Soft Muslin.
5 for $1.00
32-Inch Madras
and Shirtings, in stripes and plain colors.
4 Yards for $1.00
This Coupon and $1.00
will entitle you to one pair of Van Raalte full fashioned silk chiffon hose. In all shades and sizes.

A typical Dollar Day Page. Several pages carried dollar day advertisements in the same issue of this paper. It paid that publisher well.

simply that everyone in the town who has a bargain to offer at the price of a dollar lists his offers in an advertisement, and

that all of these advertisements are placed together on a special page or pages. These pages constitute the reader's buying guide for that day. The advantage to the merchant is that he is able to sell goods which he needs to move and that he gets the value of having many people brought to town. Most people who come to the store to get the bargains advertised will also see many other things that they will buy.

One of the disadvantages that is often brought up in connection with dollar day is that some business men whose products cannot possibly be sold for one dollar do not profit by the day. It is true, however, that these men profit from the number of buyers that are brought to town by the other bargains. Such business may also profit by offering a saving on commodities if contracted for on dollar day.

Dollar days are held in some towns once a week, in others once a month and in some only at wide intervals. It will require work on the part of the newspaper or some organization of merchants to keep everyone interested in the idea. If too many dollar days are held they will begin to surfeit buyers and will be of little value. Conditions in the town must govern the way in which dollar days will be handled and the frequency with which they will occur.

The Neosho Plan.—Under the Neosho plan for a sales day each merchant in the town selects one bargain which he will feature in his advertising. There must be no duplication of bargains; that is, if Mr. Brown advertises a certain kind of coat for $15, Mr. Smith cannot advertise the coat for $14 or at any other price. The advantages of this plan are that it brings people to town just as dollar day does, but it does away with competition, at least on certain articles, and thus gives every merchant a better chance for trade. On the other hand, it gives each merchant space for only one bargain, whereas under the dollar day plan he might advertise as many as he wished. As far as the editor is concerned, he favors dollar days because they generally mean more advertising for him.

Both of these plans are valuable to the newspaper since they are sure to bring in some advertising that cannot be secured in any other way. More than this, readers come to believe that the paper runs advertising which is truthful since they find the bargains in the stores exactly as advertised in

the paper. From the standpoint of building faith in the advertising columns, these sales plans are unbeatable.

Utility Pages.—Some newspapers have very successfully used special utility pages aimed at arousing the interest of readers in doing some one thing and in telling them where they can get all the necessaries for that project. One of the best examples of such pages is the "Clean Up and Paint Up" page, which is filled with advertising from every merchant in town who sells anything with which to clean up or paint up. This page is run in the spring at housecleaning time, when everyone is naturally interested in getting his home in good condition. The value of the page comes from the power of repeated suggestion. When a reader scans the page over, he sees the suggestion to clean up and paint up many times and each time he sees it he is influenced that much more. Perhaps he didn't figure on doing any painting this year, but he sees there that the Erickson Hardware will sell all he needs at a price much below the regular price and he feels that it will be money saved to do it now.

Selling advertising for such a page is a straight selling problem which is simplified somewhat by the interest already aroused in the idea. Merchants, when they find out that some competitor will have space on this special page, are loath to be left out. Also, they know that the best time to sell these articles is when interest in them runs high. They must be convinced that the extra expenditure is worth the money, but this is easily done after one such page has been tried. Some editors, in order to get the special page idea across, have taken advertising which they knew to be sure of getting results and have not charged for it until the sales did come in. It will seldom be necessary to do this if enough news has been run to arouse interest in what is being done.

The builders' page is similar to those before mentioned except that everyone who has anything to sell for building purposes is a prospect for an ad. Sometimes the materials are advertised with the prices and suggestions for using the materials in building. Sometimes a house is described in detail in the paper to arouse interest in building, and then the advertisements are placed around the reading matter. A variation of the builders' page is one on which there are no advertise-

Volume XXXVII—Number 52. THE PUNTA GORDA HERALD, PUNTA GORDA, FLORIDA Friday, July 23rd, 1926

...BUILDERS' PAGE...

AWNINGS
Ft. Myers Tent & Awning Works
City Dock Phone 371
Fort Myers, Fla. 1262-c

E. E. STAHN
REGISTERED ARCHITECT
Mem. Am. Soc. C. E.
ANNOUNCE
Office 315 Columbia Street
PHONE

THE CONTRACTOR
His Part in Building Costs More than Cost.

The Herald article of last week explaining how a modern five room home could be constructed for $2500 has elicited considerable comment from prospective home builders, and from contractors. The figures were not denied by any who inquired, but four of additional "overhead" charges were supposed by the builders, and more than one contractor stated that they were left out and grossly eliminated from the consideration of expenses.

A common method of contracting in Punta Gorda has been to let the contract on a cost-plus basis in which the contractor employed would receive 10 per cent above the total of all building and material expenses for his own labor, his responsibilities, and general supervision of construction. Certainly the charge is not too high, and in the case of the dwelling mentioned in last week's article, cost of construction would be increased only $200.

If the owner knows nothing of materials, building conditions and the handling of labor, or does not have the time to personally devote to supervision, the only reasonable way to give this work to a reliable and trusted contractor who will take charge of everything from the foundation to the inside trim, including carpenter work, mason work, painting, electric installations, etc. Certainly $250 is a moderate price to receive for work given by the contractor. The owner is relieved of all worries and labor, and the contractor is held to the original plans as agreed between them. If plans are not altered during construction, and the contractor is given a free hand to use his experience and judgement in construction, the home may be supported to be worth the entire extra cost of his employment.

Many local homes that have cost from seven to nine thousand dollars would have been better built at a cost of a thousand dollars less, were a local carpenter, if a contractor had of been employed in the start of operations, and vested in the owner, as well as duly secured by his following designs, would have been eliminated. Yet the contractors share would have been well under the thousand dollars he would have earned.

RUSSELL SLY
BUILDER
Always a Home for Sale

G. D. & H. D. MENDENHALL, Consulting Engineers
Designs and Supervision of Subdivisions, Streets, Highways, Bridges, Municipal Improvements and Drainage
JOHN C. DICKERSON, Managing Engineer—Estimates—Box 581, Arcadia, Florida

- LICENSED -
PLUMBER J. H. TOPPER
PHONE 6
The Work We Do Is Our Best Advertisement

BUILDERS DIRECTORY
Punta Gorda, Florida

For insertion in this directory, notify the Herald Publishing Co., Punta Gorda, Florida.

Cement Products
H. E. Cowling
A. P. Wilhelm
Contractors
M. N. Hadsel
Panhandler Engineering and Construction Co.
Punta Gorda Builders
Samuel Ely
Beverley Smith
Electrical Contracting
Manatee Electric Co.
Punta Gorda Electric Co.
Heating
Morton D. Bixby
Hardware Supplies
Cooper Hardware Co.
C. W. Stevens
West Coast Lumber & Supply Co.
Lumber
West Coast Lumber & Supply Co.
Painting
R. F. Hughes & Son
Plumbing
J. H. Topper
West Coast Plumbing & Roofing Co.
Surveying
Andrew Duffie, C. E.

USE CLINCHFIELD CEMENT BLOCKS

Punta Gorda's Best
Watertanks, Septic Tanks, Drain Tile, Blocks and Bases, Sidewalks, Driveways, Brick, Sand, Gravel, Cement . . . .

MANUFACTURED BY
H. E. COWLING

A CEDAR LINED CLOSET THIS SUMMER
NO MORE MOTHS
Let us line one of your closets with fragrant red cedar. Your clothes will hang safely for years. There will be no moths and the cost is a trifle.
JUST CALL US!
BEVERLEY SMITH
DESIGNER - BUILDER
Olympia Avenue Phone No. 89

"We Are Prepared"
To Serve You With the Following Seasonable Articles

BATHING SUITS	WIRE SCREENING
ELECTRIC FANS	LAWN MOWERS
FISHING TACKLE	FENOLE

Cooper Hardware Co.

Where New York or Chicago Can't Do Better Than Punta Gorda!

LET New York, Chicago and other cities build their skyscraping office buildings and sprawling factories. They can't cover them with any better roofs than are on many of the principal buildings right here in this city—on factories, warehouses, stores, garages, apartment houses!

For Carey Built-up Roofs are famous the country over for their long life and dependable service. And here's the reason. They are made only of finest materials—tough, long-fibred felt, and asphalt that's specially refined and blended at the Carey plant to secure just the right melting point, hardness, ductility

No wonder Carey Built-up Roofs can always be counted on to give perfect, weather-tight protection!

And remember—there's "A Carey roof for every building." Each one backed, too, by more than a half century's manufacturing experience. Stop in and here as give you the complete facts.

WEST COAST LUMBER & SUPPLY COMPANY
"The Company With the Service"

CAREY Built-Up Roofs
"A Roof For Every Building"

RADIATING BRIGHTNESS

is the new, attractive, sanitary and economical building material, cement blocks, an entirely new idea in structural concrete. We manufacture these blocks by a scientific process which, while producing a material that is light in weight, is as strong, tough and durable that it successfully rivals brick or stone for buildings.

ALL KINDS OF BRICKS AND BLOCKS
PUNTA GORDA PRODUCTS PLANT
PUNTA GORDA, FLA.

M. N. HADSEL
STRUCTURAL ENGINEER
GENERAL CONTRACTOR
Maddox Building — Cross Street and Marion Avenue
Punta Gorda, Florida

West Coast Plumbing & Roofing Company
PLUMBING
ROOFING
Automatic Water Systems
Taylor St. Near the High School
No Job Too Big or Too Small for Us
PUNTA GORDA, FLORIDA

"Do It Electrically"
WE SERVE TO SERVE AGAIN
Punta Gorda Electric Co.
OLYMPIA AVENUE
BETWEEN TAYLOR AND SULLIVAN STS.

A Builders' Page.

ments but simply suggestions for building various things. One week farm buildings will be described, and the next week perhaps a small home will be featured. The names of the merchants paying for this space are run below the suggestions.

The garden page, pure food page, fashion page, sea food page, pastry page, winter clothing page, and similar ones which have been tried by various newspapers, have been found successful. The idea underlying them is the same as that of the builders' page, and the things advertised are suitable for the purpose in mind.

Educational Pages.—An association of merchants may do powerful work by the use of co-operative educational pages. Such pages are made up of advertisements all stressing the same idea in regard to the local community. One worth consideration is the "Patronize Home Merchants" page. Every merchant who takes space writes his copy to show why a buyer will do better to buy from local merchants. He may or may not have something advertised for sale in this advertisement, since the main idea is to preach the patronizing of local merchants. Much depends upon the copy that is used in such pages, but if the editor is making use of the suggestions which he may get from his advertising services and from associations like the American Press Association, he will have no difficulty writing good advertisements for the page.

The health page is another educational attempt which has given results in some towns. The idea is to educate people into eating and living in healthful ways. The prospects for advertisements for such a page are very numerous since almost every merchant will think he has something which every family ought to have for their health's sake. The furnace makers are not outdone by the makers of pure foods on such a page, because they feel that healthful living comes from proper heating. Sometimes the page is merely a group of suggestions on the most healthful methods of living, with the names of the merchants who are carrying on the campaign below the copy. Health authorities have been secured sometimes to help in writing the copy. This is one time when they do not feel it unethical to have a part in advertising, since they are only trying to make the general health better and not necessarily to get more business themselves.

Pages to Build Community Spirit.—One of the most promising movements of recent years has been the use of pages of advertising which do not seek to sell anything but do try to build community spirit. One page of this type is the congratulatory page of advertisements in favor of some concern which has been doing business in the community for a long time and which has just opened up a new division of its business. The other merchants of the town are induced to take a space on the page in which to extend their congratulations and best wishes to the enterprising concern.

When a new industry comes to the town or a new institution of some kind begins its work, a special page is often used on which local business and professional men extend a welcome. The idea is the same as above, that of building interest in the community. This type of page is especially strong because it shows a spirit of friendliness and co-operation among the business men of the town, and tends to kill that feeling of "every one for himself and the devil take the last one" which sometimes characterizes country-town competition.

A church page sometimes produces good results. All of the churches in the town co-operate to state their purposes to residents of the community, and the appeal of a group advertisement is always much stronger than that of one institution alone.

Holiday and Celebration Pages.—National, state, and local holidays, and celebrations of all sorts are good opportunities for the editor to sell special pages. On these days, every merchant will want the people who come to town to see what he has to sell. Only on one or two of these days will the business places be closed, and even then the merchant will want everyone to know that he is still at the same location. When the business places stay open their advertising on the special page for that occasion will have reached the readers before they come to town.

Every business and professional man in the town will be a prospect for advertising on these holiday occasions. In addition to the regular businesses on celebration days, there are generally a number of unusual concessions that can be sold.

Volume LXXVI—Number 27 THE PUNTA GORDA HERALD, PUNTA GORDA, FLORIDA Friday, July 23rd, 1926

The Future Business and Social Welfare of Punta Gorda

Is More Dependent Upon Friendly Relations with Firms and Individual Citizens of Neighboring Cities Than is the Welfare of Any Other Small City in the State

It always pays to be sociable. It pays double, at this time in Punta Gorda.

If we are to develop here as a shipping center, good will among our neighbors will be the greatest factor in getting their tonnage to ply up our horbor.

If we are to be a winter sport center, with boating, golf, big league base ball, fishing and social life at its best in winter months, patronage of Arcadians, Sarasotans and friends from Fort Myers should be attracted throughout the entire year.

Only next month will we need the presence of thousands from each of these cities and from others farther away, to have our second annual mid-summer carnival eclipse the first one, which made a big hit last year.

Florida likes Punta Gorda, it's location, its prosperity, its beauty. Now let's make it famous for its hospitality, cheerfulness and strong welcome.

Let's Invite Our Friends to Punta Gorda---
The Next Train Will Carry a Letter

LET'S GO!

DUNN WESTON GARAGE
HUDSON - ESSEX

C. P. WILHELM
CEMENT PRODUCTS

THE FIDELITY TRUST CO.
THE BANK THAT SERVICE BUILT

W. H. JOHNSON & CO.
REALTORS

DISHONG BROTHERS
REALTORS

DEWEY BROTHERS
REALTORS

THE GROCERTERIA
J. M. HOWARD

JOHN R. JACK & SONS
CHEVROLET CARS

A. F. PICKARD REALTY CO.
REALTORS

FORTH HARDWARE CO.
SPORTING GOODS, BUILDERS' HARDWARE, ETC.

H. W. SMITH
PUNTA GORDA, JOMETER

O'MALLEY, COOK AND DURRANCE

PLAZA THEATRE
W. S. CRIDESTER, Manager

PUNTA GORDA DRY GOODS COMPANY

CHADWICK BROTHERS
AGENTS TEXAS OIL CO.

KING FURNITURE CO
WE FEATHER YOUR NEST

WORM BROTHERS
REAL ESTATE BROKERS

THE FIRST NATIONAL BANK
ED. SMITH, Cashier

SHERIDAN & STURGEON
REALTORS

E. P. CAGE, INC.
DEVELOPERS ELVE WOOD CITY

PUNTA GORDA STATE BANK
W. R. DeLOACH, Cashier

PUNTA GORDA PUB. CO.
PRODUCERS OF BETTER PRINTING

PERSONS & GIBSON
LADIES' READY-TO-WEAR AND GENTS' FURNISHINGS

WEST COAST LUMBER & SUPPLY CO.
ALL BUILDING SUPPLIES

MASTERS ELECTRIC CO.

A typical "Community Spirit-Building" page.

Many special pages on celebration days are sold to merchants and professional men as a community-boosting stunt. The editor designs a page and writes the copy for it in which he urges his readers to come to the local town for the celebration. The business men know that it is to their interest to have the people brought to the town, and they are willing to pay for the page.

Special pages have been used at times and occasions like the Fourth of July, Christmas, New Year's, Easter, Armistice day, county fair week, farmers' week, good roads week, fire prevention week, community get-together day, and at times when some attraction such as a famous show, a circus, or a special train was coming to town.

News Stories to Assist the Special Page.—The success of any special page depends to a great extent upon the news that is run before the page appears and at the time that it appears. It is the editor's job to arouse the community's interest in the co-operative movement which is on foot, and it is to his own advantage that he do so. Every such movement and page furnishes several news stories merely from the nature of the idea. The readers may be informed of what is going to be done, who the parties are that are responsible for the idea and those who are helping to make it a success. Editorials will try to show the readers why such movements are valuable to the community.

In times of campaigns like "Clean Up and Paint Up" there can be many news stories telling what different members of the community have done to beautify their homes and places of business. When a reader sees that John Smith has painted his building and fixed it up so that it is more attractive, he will also want to improve the appearance of his own building. Some towns have special clean-up and paint-up days and all the news in connection with such an event will tie up well with the pages of special advertising.

When a church page is run, stories about the work that the various churches have done and are doing, will send readers to the advertising to learn more about the churches. Stories telling interesting things about the churches in the town will arouse interest in church work.

For pages which welcome a new business or institution there

THE CAMERON ENTERPRISE, THURSDAY JULY 1 1926

JULY 4TH 1926

COME to CAMERON

FRIDAY - SATURDAY JULY 2-3

The following merchants join in extending you a hearty welcome to Cameron Friday and Saturday, July 2-3. These merchants appreciate your presence and are anxious to serve you.

In Cameron you can find all of your needs, and it is unnecessary to go elsewhere for them. These business men are the farmers' friends, and always gladly co-operate with them.

Make This Place Your Headquarters July 2 - 3

While in Cameron Friday and Saturday for the big American Legion celebration, let us demonstrate the new Ford cars, which are greatly reduced in prices. Also let us do your automobile repair work while you enjoy the festivities.

Hubert Hefley Motor Co.
CAMERON, TEXAS

WELCOME TO CAMERON
Friday and Saturday

While in Cameron for the big American Legion celebration July 2-3 make our office your headquarters. Let us do your abstract work while you enjoy the festivities.

Fidelity Abstract Co.
MISS ANNIE STALLWORTH, Manager

Welcome to Cameron July 2 - 3

This firm congratulates the American Legion on its efforts to provide educational entertainment for July 4, and extends to all an invitation to make this store your headquarters Friday and Saturday. You can buy your hardware needs at lowest prices here.

Milam County Hardware Co.

Come to Cameron July 2 - 3

We congratulate the American Legion in its efforts to provide educational entertainment for the July Fourth celebration. Come to Cameron Friday and Saturday, and enjoy the festivities of the occasion.

Auditorium Hotel

COME TO CAMERON
Friday and Saturday

This institution congratulates the American Legion on its efforts to provide educational entertainment for the July Fourth occasion. While here let us do your abstract work. Come to see us while in town.

Milam County Abstract Co.
JOHN HENDERSON, Manager

Come to Cameron July 2 - 3

While here for the big American Legion celebration, make our garage your headquarters. Let us fill your car with oil and gas. While enjoying the celebration come in and inspect our complete line of Dunlop tires.

Barmore Motor Co.

Come to Cameron July 2 - 3

While in Cameron Friday and Saturday for the big American Legion celebration, let us demonstrate to you the latest in electrical equipment. Now is the time to figure on a Delco Lighting Plant and Frigidaire, the electric refrigerator, for the modern and convenient home.

Keith Electrical Co.
H. C. Keith, Prop.

While in Cameron July 2 - 3

Buy your meats for your lunch from our sanitary market, where only the freshest and choicest meats are sold. We welcome you to Cameron Friday and Saturday for for the Leion celebration and invite you to come to see us.

City Meat Market

Welcome to Cameron July 2 - 3

While here for the American Legion celebration, make our modern and sanitary cafe your headquarters. Here you can buy the best of food, properly seasoned, by expert cooks.

Blue Bonnet Cafe
J. D. FIKES , Prop.

Welcome to Cameron July 2 - 3

While in the city for the big American Legion celebration, make your headquarters at our bank. An enthusiastic welcome awaits you here.

Cameron State Bank

While in Cameron July 2 - 3

Visit our garage and make it your headquarters. Let us show you the new models in the Dodge, which represent the best on the market for the money. We also have some real bargains in rebuilt used cars.

Decker Motor Co.
PHONE 226

Welcome to Cameron July 2 - 3

Make our garage your headquarters while here for the big American Legion celebration. Let us fill your car with gas, show you the New Overland Six and Willys-Knight Sedan, and repair your automobile. We also can save you money on tires.

Wilkerson Bros. Garage

Special occasions (in this case a July 4th celebration) offer many possibilities for profitable special page advertisements.

are no end of stories about the thing itself, telling what it is, what it will do, who the officials are and where they came from, what service it will perform for members of the community, how it ranks with other similar places, and all that information which readers want about anything new.

News stories for other types of special pages are no less plentiful. The builders' page will be accompanied by stories about building in the community; health pages by feature stories on health and vital statistics, and like stories for every type of page. Good news tie-up makes the effectiveness of special advertising.

CHAPTER X

Classified Advertising

Classified advertising is being developed more today than ever before, much to the satisfaction of the business department of the newspapers and to those who depend upon the classified page to solve their problems. The nature of these small advertisements makes them especially useful for certain things and to certain people. They are not necessarily only for the use of the small transient advertiser as is sometimes said but also for the use of advertisers who can reach the people they are seeking more quickly by this method than through display advertising.

Purpose.—The purpose of a classified advertisement is to find that person or those certain persons who are interested in some special thing, which is the subject of the ad. Unlike display advertising, which appeals to a class with common interests, the classified will appeal to one person who at that particular time wants to rent a house, buy something, sell something, or give or get some service.

Classified advertisements are therefore *personal;* that is, they seek particular persons for other certain persons. They are written so that they will appeal to those for whom they are intended and will not be read by those who are not interested. They are made to serve individuals instead of classes. More than this, they are made to perform a service to readers who, although they may not be in the market for anything at that particular time, wish to know what is being sold and bought, what there is to rent, or what services may be secured should the occasion arise to want them. This *reader service* is one of the most important purposes of the classified advertisement.

Prospects for Classifieds in the Country Paper.—It is realized today that the big city dailies do not have a corner on classified advertising, and that there are possibilities for

smaller papers in this line. If we consider, however, that the field of country journalism takes in all those weekly papers regularly published in towns of 15,000 or less, and only those smaller dailies which are published in towns of about the same size or not many thousands larger, we find that there are problems connected with classified advertising in the country paper that must be considered by themselves. It will not help us here to look at the big city daily and say: "See what the 'Big City Daily' has done with classified advertising? We can do the same." We cannot do the same in country journalism, and until we seek the answers to our own particular problems we will not make progress.

First, we must consider the limitations due to relatively small population. In cities like Chicago there are many thousands of people, and the solicitors of classifieds know that out of those many thousands there will be several thousands who are prospects for classified advertising of some kind every day. Consider, for instance, the many hundreds of apartment houses that are found in big cities. All of these are prospects for "For Rent" classifieds. Take also the many thousands of laboring men and women who float around from job to job, and the many thousands of industries which are always seeking men for jobs. All these are prospects for classified advertising in the big cities.

It is not so in the smaller towns and country communities. There are few apartment houses, not many industries which are in need of men. The laborers, moreover, in the country towns are not of the type that float around from job to job; they are home owners, most of them, and they have regular jobs to which they stick. It will appear obvious that many of the prospects for classified advertising are not to be found in country communities both from the lack of large numbers of people and from the difference in the nature of the country community and the big city.

Problem number two for the country paper is that of handling classified advertisements. It is safe to say that not many country weeklies or country dailies can afford a staff to handle classified advertisements as the city dailies do. The work of soliciting classifieds must generally be done by the same staff which solicits other advertising. We may admit here that if

the paper would develop its classified department it could afford a bigger staff, but we will still meet the stone wall that it cannot be developed beyond the natural limits of the field. It must also be admitted that it is much easier to develop a classified department when trained workers can be employed.

The next consideration is one arising from the rate which it is necessary to charge for classifieds if country newspaper staffs are to spend the time they ought to spend in checking these advertisements for reliability and truthfulness. In order to build a good classified department it is necessary to guard scrupulously the material that appears therein, and this takes time and money. A rate that will make this possible must appear to be somewhat high for the circulation that the country paper has.

Advantages of Country Papers.—The foregoing discussion may appear to make the prospects for the country paper getting much classified advertising very poor, but there are points of advantage as well as disadvantage. First of all we must remember that the country paper goes to a particular class of readers who have common interests. We know that a classified advertisement in the city will appeal to only a few persons who happen to have a certain want. Let us say that a classified appears in the country paper seeking to sell potatoes or any other article that is used by nearly every family. Chances are that many families in that little community will be in the market for potatoes and so they will all be interested. It will appear then that a classified in a country paper, because of the nature of the readers, will appeal to more people in proportion to the circulation than one in a city daily.

Secondly, concerning the matter of a staff. Many of the duties that are taken care of by various members of the city daily's staff can easily be performed by one or more members of the country paper's staff. Collections, for one thing, are more easily made in the country community because it is easier to find the advertiser and generally he is known to members of the newspaper staff. The same thing applies to checking the truth of a classified in the country community.

There are fewer persons in that community who would be interested in inserting fraudulent advertisements for the simple reason that they are more likely to be found out in the smaller community. Most of the classifieds that are secured locally can be checked easily because of the association of the staff with townspeople. If the staff of the paper can handle the classifieds without much additional expense the rate can be kept down. In all these considerations we must be aware of the danger of trying to ape the methods of the big city daily in publishing a small-town newspaper.

Classes of Classified Advertisements in the Country Community.—Since it is obvious that the size of the town has much to do with the prospects for classified advertising, it is a good plan to determine what things are likely to be found in the country community and, therefore, what kinds of classifieds the country editor can hope to get. An examination of the classified page of any city daily will reveal many things which could be advertised in the country paper as well as those which cannot.

First, *Lodge Notices.*

Here is a possibility for classifieds that country papers have not noticed. There are usually many lodges of various kinds in the country community and they hold meetings, parties, and special sessions which may be advertised.

Second, *Lost and Found.*

People lose articles, no matter where they live, and every time something is lost or found it could be advertised in the country paper. The number of such classifieds will be considerably less than in city papers due only to the smaller number of people in the community.

Third, *Money to Loan.*

This is hardly a possibility worth considering for country papers, because those who have money to loan are few and are generally known to members of the community. If there were many finance companies in the country there would be

much of this type of advertising, but there are few concerns besides the banks, making a business of loaning money.

Fourth, *Business Notices, Opportunities.*

Property changes hands less often in the country town than in the city, but when it does the transaction is usually made without the need of advertising. There are fewer prospects for business opportunity ads which call for some one with a specific desire and quite a lot of money. Special notices of all kinds will net the newspaper more than its business classifieds. There is opportunity, however, in getting ads for real estate, farms with buildings, etc.

Fifth, *Autos and Accessories.*

Here is a type of classified that promises big things if it is developed well. No matter what the size of the town, there are always several garages and places where they buy and sell automobiles. Each of these places is a prospect for such classifieds but must be sold on the fact that it can make profitable sales through this type of advertising.

Sixth, *Help Wanted and Positions Wanted.*

Due to facts already mentioned, there will be few in the country community who are looking for a job, and most of these are better able to find personally what they are looking for than they would be through a classified. There will be relatively more "help wanted" ads than the other kind, because residents of the community often have certain jobs which they need done and do not know who will do them. The nature of the labor situation and the limitations of population set a limit on the amount of this advertising that can be secured.

Seventh, *For Sale Ads.*

This general classification includes a large per cent of the classifieds that a country newspaper can get. Here is a place where every man and woman in the town is a prospect. The "for sale" ads will include everything from baby buggies to farm machinery.

Eighth, *For Rent or Wanted to Rent.*

Unless the town is quite large the classifieds seeking to rent rooms or seeking rooms to rent will be few in number. It is easier in a small community to find a place to live by personal visit than to use classifieds. When the community is large enough to make it hard for people to find rooms and to find renters, the prospects for this kind of classified advertising increase.

Ninth, *For Sale, Miscellaneous and Household Goods.*

Here is a real opportunity in the country field. There is not one who doesn't have around his home many articles that he could well do without and that he could turn into money by using a classified. Everyone is a prospect when he has been educated to use advertising. Household goods in particular are good subjects because the return from such ads is more certain than from other kinds. All kinds of odds and ends—generally just what some one has been looking for at a bargain—can be advertised in the miscellaneous column and will soon be sold.

Tenth, *Personal Classifieds.*

In the future this type of classified advertisement will be more used than it has been. Let us say that in the country town there is a man who likes to play tennis, but that he cannot find enough people in the town among those he knows to make it possible to form a club and get courts. A classified would arouse interest and find those people whom he seeks. One man is especially interested in getting a certain set of books to read, but he cannot do it alone. A classified will put him in touch with others who want those books and the thing becomes possible. Another person finds it necessary to drive by car to a town some hundred or more miles away, but he doesn't want to drive alone. He can find some one to go with him and help defray expenses by the use of a classified. This type of advertisement can be developed in the country community by educating readers to advertise.

Educating Readers to Be Advertisers.—Readers of city dailies long ago were taught to make use of the classified

columns both to find there what they were seeking and to find the person with whom they could make an agreeable exchange. In the country field most of this educational work is yet to be done. Every country paper carries a few classifieds, but these are mostly what have come in voluntarily from those who have been educated by city papers. If any progress is to be made in getting as many classifieds for the country paper as the possibilities will allow, readers must be educated to be advertisers.

Several methods have been used to do this, the most general of which is the use of the columns of the paper. This subject has been discussed at some length under the caption of "Self-Advertising," but some points will not be out of place here. A self-advertisement which takes a classified that has given good results and features it, will win more persons to the use of classifieds than all the literature in pamphlet form that is ever sent out. There is no argument forthcoming when the reader is confronted with something which actually did happen, but he will not believe what he is told unless there are facts to support it. The fact that in the country community the person whose name is in the advertisement is well known to many people is a strong argument. The others will talk to that person who secured action through classifieds and find out for themselves. They will feel more like using it since one of their friends has got good results.

It is very doubtful whether the use of pamphlets and other literature on classified advertising is worth the time and expense necessary to put them out. Most of the material in such pamphlets is argumentative, and few people like to read argument. The examples that can be used in a pamphlet must necessarily be several weeks, or even months old, and readers' interest in anything which has not happened recently is in inverse proportion to the age of the occurrence.

Methods of Getting and Holding Classified Advertisers.—Just as in advertising of other kinds in the country paper, the thing which counts most is holding advertisers who have once used the columns with success. First there will be all those classifieds which come in voluntarily. The names and addresses, businesses, etc., of these advertisers should be put down in a "Classified Future" book such as any advertising

solicitor has. This will give the editor or solicitor a list to which he can continually add, and which will furnish future prospects. If some of the advertising was seasonal, he will know that at a certain season, Mr. Brown will have tomatoes to sell, unless something unforeseen has happened. If one person has sold several articles of household furniture through classifieds, he may be called from time to time to determine when he will have something more to sell. Keeping track of those who *have* used classifieds will net many more.

Next, there are many persons who may be solicited for classifieds because of the nature of their business. If the editor knows his community, as he can by means of a survey, he will know just who these persons are. Garages and automobile houses will be prospects for ads on single sales. Those members of the community who do special jobs should always have a classified telling what they can do and what they charge for it. Persons who keep rooming houses or apartments are prospects which may be solicited at regular intervals if they are not carrying a standing ad. Those whose business it is to deal in small articles which are "bargains" such as second-hand dealers, will be constant prospects. Business places which take in used materials as part payment for a new piece should be solicited often. There will be all kinds of musical instruments in this class as well as furniture.

The newspaper staff can make sure that no advertisement is run which is so incomplete or poorly written that it will not get results, if they will assist the advertisers to write their copy. There is a knack in being brief and yet complete that few people have, and the tendency is generally to be brief and obscure. An ad such as this: "FOR SALE—five room cottage. Address X care this paper," is useless upon the face of it. It does not tell enough to arouse the reader's curiosity and nothing which would lead to his satisfaction. The more a classified tells, the greater are the possibilities for good results. A good complete description of the article to be sold, together, perhaps, with the reason for selling and the price asked, will get attention and produce action.

Solicitors and Soliciting.—If the time ever comes when every country newspaper can afford to have a special solicitor, or several of them to take care of classified advertisements no

one will be more happy than the country editor. Experience in country journalism will convince one that this is not possible in the majority of communities because of the limitations encountered. It becomes necessary, therefore, for the editor to use one of the staff he already has to handle this work. If a special advertising solicitor is employed he can usually take care of the personal solicitation of classifieds. He will understand the business better than any other member of the staff, and if he is paid well for the new business that he gets, he will be an interested and energetic worker.

Many classifieds can be solicited over the telephone by anyone in the office who understands writing copy intelligently. The phone can be used to reach all those who have advertised before and who can logically be regarded as future possibilities.

Correspondents may be trained to get classifieds from farmers, but this takes some hard work on the part of the editor. The best stimulus found so far to get correspondents on the job for classifieds is a reasonable commission on the business they send in to the paper. They should be paid at the regular rate which is given to any other solicitor as long as they send in acceptable copy for acceptable advertisements. Special correspondents in neighboring towns have been able to work up a regular business in their towns much to the satisfaction of all concerned.

What Kind of Classifieds Do Country Papers Run?—To learn just what kinds of classifieds were run and with what frequency they appeared in country papers, the writer analyzed the classifieds of one hundred weeklies. The following table shows the results:

KINDS AND NUMBER OF CLASSIFIEDS IN 100 COUNTRY NEWSPAPERS

FOR RENT	
Farms, buildings and land	8
Houses, apartments, light-housekeeping rooms	118
FOR SALE	
Autos	79
Houses	96
Farms	18
Fruit	21
Feed and seed	23
Farm produce	19

Farm machinery		16
Clothes		5
Live stock		
Chickens	32	
Cows	23	
Horses	24	
Pigs	22	
Sheep	28	
Total		129
Newspapers and magazines		13
Real estate		204
Musical instruments		17
Household goods		152
Pets (and wanted)		20
WANTED		
Help		
Potato diggers	1	
Girls, general	3	
Salesmen	33	
Men	6	
Housekeeper	1	
Housework	1	
Agents	12	
Cook	1	
Total		85
Live stock		
Chickens	12	
Cattle	4	
Sheep	5	
Total		21
Work		
Cheesemaker	1	
Hemstitching	9	
Knitting	2	
Washing	7	
Total		19
Boarders and roomers		14
LOST AND FOUND		84
MISCELLANEOUS		84
NATIONAL ADS		9
MEDICAL		13
PERSONAL		26
NOTICES		24
SPECIAL SERVICES		121

From the analysis of classified advertisements in one hundred country newspapers many important facts can be determined. It will be seen at once that the "For Sale" ads greatly outnumber all the rest, and that a large number of these have to do with things that interest the farmer. It will also be noticed that there is a total absence of "Business Opportunity" and "Investment" advertisements such as are ordinarily found in city dailies. If a man has a business or a farm for sale, he tells what he has and what he wants for it. There

was not one "blind" ad found in the one hundred papers, showing that facts must be the first essential in a country paper classified.

Special service ads were one hundred and twenty-one in number, and deserve some attention. These were secured from various persons who perform certain services but who very often do not have a regular office or place of business. The subjects of them included: hauling of all kinds, taking care of dead animals, making gardens, cleaning chimneys, cleaning yards, painting, running errands, putting on storm windows, same for screens, paper hanging, plastering, decorating, sewing, music lessons, private tutoring, and various other subjects. There are possibilities for this type of classified advertising in the country community because there are relatively more individuals doing odd jobs than in the city. These persons make a business of doing some special service and should be solicited to carry a regular classified.

The medical advertisements were all concerned with some medicine or some doctor who did not use surgery. It is doubtful if this type of advertisement ought to be permitted in country papers although some of the medicines advertised have been found to have value in certain cases.

Notices of all kinds were twenty-four in number and probably could have been several times that number if country editors would educate organizations to use the newspaper for their notices. Many notices are now sent out through the mails, costing the organization more than it would to run a classified and making no one any profit.

CHAPTER XI

National Advertising

It is not so many years since the time when the public purchased commodities simply by naming the general product that was wanted. A pound of coffee was a pound of coffee in those days; today it is Empress or Barrington-Hall or some other nationally advertised brand. A camera has become a kodak; oranges are Sunkist; soda biscuits are Uneeda; kitchen scouring powder is Old Dutch Cleanser; an automobile tire is United States, Miller, Firestone, Goodyear, Fisk or any of a dozen others, and cigarettes are Camels. Everything we buy nowadays has a trade name, and we call for it by that trade name in order to get the quality that we want.

National advertising has taught the buying public that it can find a certain quality in certain kinds of goods, and that this quality does not vary noticeably from one week or month to the next. National advertising is also responsible for creating many new wants which the public did not have before being exposed to this publicity. The educational powers of national advertising are shown by the way in which we have learned to buy by name, and the strength of this advertising is shown by the fact that national firms are expending thousands and millions of dollars every year to keep their products and their names before the buying public.

What National Advertising Is.—To the average reader, one advertisement looks very much like all the rest, and the only obvious distinction between them is that some are larger than others. To the newspaper publisher for various reasons to follow later, an advertisement is either local, foreign, or national, depending upon the steps it is necessary to go through to get that advertisement and to get the money for it.

It is a lamentable fact that there is no standard, uniform definition of national advertising among country newspaper publishers today. All of them agree that national advertising

is advertising of products made by some national concern and marketed through local dealers. The national firms generally pay for part or all of the advertising of their products and the publisher must get this money through one or two middlemen or agencies.

Every newspaper has a low rate which is given to those advertisers who operate business places in the town and who sign contracts to take a certain amount of space throughout the year. Some national firms seek to get this low rate, and in order to do so they have their local representative, or the merchant who sells their product, insert an advertisement over his name advertising their product. The publisher is then confronted with a new problem. Should this national advertisement which is inserted by a local dealer be charged for at the local rate or at the national rate which is much higher? It has been the experience of most publishers that since the same problems of handling and collecting for such advertisements are met in all national advertisements, the national rate should be charged.

The definition which has been found most advisable is: National advertising is any advertising that is paid for by the concern which makes the product, whether inserted by a local dealer or not. If this definition is rigidly adhered to, the publisher will avoid many difficulties and will get what is rightly due him.

Possibilities for National Advertising in Country Papers.—National advertisers have a definite appropriation which they set aside at certain times to pay for all of their advertising. They are interested only in securing the best advertising service that they can for the money they spend. They employ experts whose business it is to investigate all the markets of the nation and to determine where the funds can be most profitably spent.

If national advertisers can be shown that the country market is the best market in the nation, they will want their advertisements to appear in mediums in the country field. This is the whole job in connection with securing national advertising for the country paper. The national advertisers must be convinced that people in country communities do buy similar products and that they have a great potential

buying power. They must be further convinced that the country newspaper reaches a large number of these buyers and that it talks to them in such a personal manner that they believe what it says. To a reasonable number of subscribers must be added quality of circulation because national advertisers know that the best paper is the one which is most respected by its readers. All of these things must be told to the national advertiser in such a way that he will not dare to neglect advertising in the country field. Several steps are necessary in such a campaign.

The Agency and Its Part.—An advertising agency is an organization which specializes in taking the advertising of a national concern and in getting the best returns possible for the amount of money invested. The national advertiser hires the agency to take care of his advertising, to write the copy, make the layouts, devise the series, have the flat casts and mats made, and finally to contract with some medium for the insertion of these advertisements in the right marketing centers.

The country publisher never sees or talks to the national advertiser and the only communication he has with the advertising agency is by letter. The agency is, therefore, one of the steps in securing national advertising and it performs a necessary service to both advertiser and publisher.

Country publishers not so long ago looked upon the advertising agency as a nuisance because they had endless difficulties in doing business with them. Agencies charge the publisher 15 per cent on all advertising that they send him, and this seemed to be an unnecessary profit which could be done away with. Agencies in the past were very clever at getting advertising for nearly nothing in some newspapers and so gave other publishers much trouble by asking them to cut down on their rates. The agency was not thanked for such tactics.

Then there was the trouble involved in collecting for national advertising through the agency. Repeated correspondence was necessary in many cases before the agency could be made to acknowledge the debt. The agency would maintain that the paper had not run the advertisements at the right time or that they did not appear in the right place and

so would refuse to pay for them. Very often the agency would claim that it had no proof that the advertisement was run, and the publisher would have to send several copies of the paper to it before it acknowledged receipt. It is not surprising that many country publishers learned to hate the advertising agencies with all their heart, and that they came to the point where they decided that it did not pay to solicit national advertising.

The situation is very much changed today, and the publisher has come to see that the advertising agency performs a service which someone must do and which is valuable to both the advertiser and the publisher. The agency maintains a staff of the most skilled workers that money can hire who are employed to design, write copy for, and lay out national advertisements. As a result, national advertisements are very much better looking and more effective than those run by the individual dealer. Illustrations are used effectively, copy is well written and has selling talk which is psychologically correct, and all typographical materials are so associated that the greatest possible appeal is made to the reader.

Most publishers charge a rate sufficient to pay the agency and the cash discount and leave more than they would make on local advertising. With improved methods of keeping accounts and of handling correspondence, the agency is forced to acknowledge the publisher's bill and the money is soon collected.

The Publisher's Representative and His Part.—Sometimes the introduction of another cog in the machine makes the machine function so much more perfectly that the new cog more than earns its cost. This is just what has happened in the national advertising machine. Practically every large city daily has a number of representatives whose business it is to meet advertising agency space buyers and to convince them that national advertisements should be run in certain papers. These big dailies can afford to hire the most efficient salesmen in the country and pay them high salaries because the increased business brought to the paper through these representatives' efforts make a huge profit. These representatives have facts and figures about every market in the United

States and they are expert in proving that the market reached by their publications is the most important one.

The space buyers for the agencies are interested only in getting the most and the best service they can for every dollar they spend, and if they are convinced by the representative of the city daily that advertising in a certain community will do this they will immediately sign the contract. Magazines with a national circulation and other mediums also have their representatives bidding for the contracts of the agency space buyers, and the one who is the best salesman or who can convince buyers that he has the best market is the one who triumphs. Now where does the country newspaper come in, with no high-powered salesmen to talk for it?

The American Press Association.—It is obviously impossible for each country newspaper to have a paid representative to meet agency space buyers and bid for national advertising against much larger papers and other mediums. Realizing this fact, men who know thoroughly the country field and what it means to the national advertiser have organized associations which are selling the country newspaper to the agencies. The most successful as well as the largest organization of this kind is the American Press Association with offices in New York, Chicago, Detroit, and Kansas City.

The American Press Association represents more than 7,000 country newspapers in the United States before the space buyers of practically every advertising agency. It is able to amass all the facts and figures in regard to the country market and to convince space buyers that the country market is the greatest one both in number of persons to sell to and in the buying power of those persons. The country newspaper is in this way represented just as other mediums are represented and consequently many contracts are secured.

One country newspaper cannot be sold by itself but the whole group can be sold as an *idea* and that is just what the A. P. A. is doing. Advertisements are carried in all of the important trade magazines and the campaigns are so arranged as to sell the value of the country market and the value of the country newspaper in reaching that market.

The first thing for a country publisher to do who wishes to

get national advertising is to *secure a representative.* Without a representative, all the publisher can do is to send his rate card to the agency which in nine cases out of ten will send him little or no advertising, depending upon how low his rate is. If he has a representative such as the A. P. A. he is sure to get his share of national advertising and it will be paid for at a rate determined by local conditions in regard to the market and the success of the paper.

All representatives work on a commission basis and collect a certain amount on each advertisement that they secure for the country publisher. This has been advanced as an argument against having a representative, but if considered it will be found to be a legitimate charge. The publisher in most cases has a rate for national advertising which will enable him to pay the representative and the agency and still make more than he would on the same amount of local advertising.

Another great advantage in having a representative is that any account secured through it will not be hard to collect. If any difficulty is encountered in making collections the representative will see that the country publisher gets all he is entitled to. No contracts are signed with agencies which are not reliable, and most of the misunderstandings heretofore common have disappeared. The country publisher who cannot afford to send his personal representative to see space buyers is offered an adequate service through such an organization as the American Press Association.

Publishers' Services to Advertisers.—Whether or not a representative is engaged, the country publisher will find it to his advantage to furnish the advertiser with certain facts and figures and to perform certain services for him which will aid in getting results from national advertising. In order to sell a certain community as a market for national advertising, the advertiser or his agent must know what the conditions of the market are. He must know what the possibilities are for selling his product, and how he can most easily arrange to get it within easy access of the buying public. The publisher can aid him in doing these things by sending him certain information which every publisher should have.

The community survey is the most useful of all methods for securing this information, and from the results of the survey

the publisher can get all the facts and figures he needs. The facts about general business conditions in the community, about various dealers who might handle or do handle the product, about the merchandising facilities of these dealers, about the population of the town, and buying power, and any other facts about the community which will show the advertiser what the market is, are available from the results of a community survey.

If we refer to the outline of the community survey on page 268 it will be seen that practically all of the information under letters C, D, E, H, I, J, K, L, N, P, Q and R will be needed by some national advertiser when he wants to test the community as a market for his particular product. Some advertisers will want only the information under H-3 in regard to the business institutions in the community with perhaps something about population. Many others will want to know about all of the institutions because their presence and operation indicates important possibilities for that advertiser.

Some agencies which deal directly with country publishers and which will not work through representatives have a habit of asking the country publisher to render all kinds of services, many of which are not his work at all. It is the publisher's job to give all possible information about his community that will help the national advertiser arrange for his campaign; it is not the publisher's job to sell the product to the local dealers; that is the salesman's job. When it becomes necessary for the publisher to take several days to convince local dealers that such and such a product is better than another one he is losing more than he makes.

It seems reasonable to ask the country publisher to co-operate all he can with the representative of the national advertiser in ways such as introducing the representative to the local dealers and in helping secure mailing lists. He should not have to bear the expense of the latter operation. Assisting local merchants to make window displays is expected by many agencies and it is to the publisher's interests to help make these displays. This takes time and is part of the selling job, but on the success of the merchants depends the next contract for the publisher.

It will be good policy for each publisher to have a well-defined program which he will follow in rendering services to advertisers and to stick to this program. Once an agency finds that a publisher can be made to do half the selling, he will be expected to do it for all products. There are enough things in connection with the publishing of a good newspaper to keep the average publisher busy.

Agencies' Criticisms of Country Publishers.—Certain criticisms have been made by agencies against country publishers which are great drawbacks to securing national advertising. First, there is the old problem of trying to get truthful circulation figures. Most country publishers of the days gone by would never tell exactly how many subscribers they had and so the agency learned to discount what the publisher said about 25 per cent or more. Today the publisher who doesn't give truthful figures about his circulation doesn't get many contracts and agencies will soon stop dealing with him.

The Audit Bureau of Circulations is a mutual organization which audits the books of many newspapers and issues a statement telling exactly how many paid-up subscribers each paper has. The publisher pays to have this auditing done, but when he tells the national advertiser that his A. B. C. figure is 3000 paid-up subscribers the advertiser knows that the figure is correct. Much difficulty is avoided through the work of this organization, and every publisher gets a rate from national advertisers in proportion to his circulation.

Agencies have scored country publishers also because they are notoriously poor at keeping up their correspondence. The publisher who lets his correspondence go until the end of the month is not rendering a reasonable service to the agency. With modern methods of keeping accounts the answer to an agency's letter can and should be sent immediately. The quicker the correspondence is sent in, the quicker the publisher's money will come to him.

Poor bookkeeping and accounting systems have been another criticism against the country publisher. Agencies have been unable in some cases to find out whether an advertisement has been run or when it was published, simply because the publisher's books were in such shape that he had no adequate record. Sometimes agencies claim they have been billed

several times for the same account. Such mistakes are not easy to rectify.

Methods of Increasing National Advertising.—The live editor will always be on the lookout for any scheme which will help him get more advertising of any kind. Since the field of national advertising is as yet undeveloped, the methods for increasing this type of profitable business are many and varied. H. Z. Mitchell, editor of the *Bemidji Sentinel,* Bemidji, Minnesota, is one editor who not only utilizes every possible method for getting more business but who invents ways and means when they are lacking. One method that he has used successfully is given below and will suggest others to the live publisher. The plan originated with Director Caswell of the Iowa Press Association. Here it is:

> Visit your hardware store for instance. Secure the names of twelve advertising lines your dealer handles—exclusive lines if possible. Get the name of the product and the name and address of the manufacturer and a little idea from the merchant as to what co-operation, if any, is offered.
>
> Get twelve letterheads from your dealer and twelve envelopes. Go back to your office and write one of the following letters on his stationery and have him sign it before you mail it.
>
> Here are forms ready made:
>
> Town.....Date .....
>
> Name your jobber or manufacturer.
>
> Gentlemen:
>
> We have stocked your goods, and we have a suggestion to make which we believe will help move them faster.
>
> You are advertising in the big magazines and periodicals. This we appreciate. But it has been our impression that the strongest link in selling, so far as the local dealer is concerned, is overlooked. Our local newspapers are nearest the hearts of our prospects; they reach nearly 100 per cent of the people in our territory, and every item is read. We feel that the general circulation you get through the magazines misses something vital in our sales contract, which our newspapers can supply.
>
> If we could have your co-operation to the extent of placing a part of your advertising in these local mediums it would aid us greatly in establishing a trade for your product (name product if

possible) that would be permanent and profitable.

Yours sincerely
(Dealer's signature)

We have a feeling that our stock of your goods would move faster if you devoted some of your advertising to local newspapers.

We appreciate the advertising you are doing in the big magazines and periodicals, but somehow it seems to us this does not get the intensive results that use of the local newspapers would. They are the closest and most effective link of sales contact we have, reaching nearly 100 per cent of the people in our territory, every item in them getting attention because they deal with the intimate community life.

If you would arrange to have part of your advertising campaign go through this overlooked channel we know it would aid us in disposing of (name of goods). The tieup in our own advertising would then have much more pulling power. It is just a suggestion we pass along to you in the interests of your sales.

Very truly yours,
(Dealer's signature)

Then in a few days write to the same firms on your own letterheads, something like this:

Name of Advertiser,
Address.

Gentlemen:

Your local dealer (giving name) has indicated to us that he is interested in securing a greater sale of (name product) and believes that by using the columns of our paper he can do this. He often mentions (name product) in his local advertising but he believes that there should be more space devoted to it.

We do not know what plans for co-operation with the dealer you have. Many manufacturers pay a portion or all of the expense of a reasonable advertising campaign where they are sure that they will have the co-operation of the dealer. We want to promise you that in this case you will have the dealer's co-operation and that you will have ours.

Yours truly,
(Publisher's signature)

CHAPTER XII

RATES

Local, National and Foreign Advertising.—Three kinds of advertising are recognized, depending upon the relation of the local paper to the territory in which the product is made and sold. Editors have different interpretations as to what constitutes the methods of determining to which class an ad belongs. In general, local advertising includes all advertising run by a local dealer to advertise his business and for which he pays the charges. He may advertise any number of articles which are nationally known from national advertising, but if he receives no money from these companies to pay for this, and if he is advertising these things for sale at his place only, it is local advertising. Some editors consider everything local advertising for which they collect from local dealers. This would include much advertising of national products for which the national company pays in part or in full. It would also include all advertising secured through advertising agencies when arrangements are made through local dealers. It would seem only fair, however, to exclude all advertising from the local class that does not aim primarily to advertise a local concern.

National advertising is the advertising of a product made by a central corporation and sold by local dealers. In this kind of advertising the emphasis is placed upon the national product and the local dealer's name is run in relatively small type. It is exceedingly difficult to distinguish between this kind of advertising and purely local advertising. The national concerns pay some or all of the cost and the editor must often collect from some agency. If he collects from the local dealer and the national company pays the local dealer, it is national advertising just the same. It is invariably true that the national concern gets the money necessary for this advertising through sales made by the local dealer. In that sense the

advertising is not boosting local interest first, but only incidentally, as it boosts the national company. For this reason many editors consider this as national advertising and charge a different rate for it.

Foreign advertising includes those ads which carry the signature of out-of-town dealers. These advertisements aim to take money out of the local town and so are not helping the local community in any respect. Business in other cities, and articles for sale in other distant places, make up the list in this kind of advertising. Mail order advertising is the most noted and most discussed type of foreign advertising. Most editors consider anything foreign advertising that does not carry a local dealer's name.

There is a growing tendency on the part of country editors to consider all advertising in two classes: local and foreign. The rule becomes then that all advertising paid for by local firms is local and all paid for by anyone out of the community is foreign. There are only two rates needed in this case. It must be remembered that the subject of classifying advertising is an unsettled one, and that very few editors have the same ideas on the matter.

Rates. An Unsolved Problem.—Whenever two or more editors of country newspapers meet there is sure to be a discussion of advertising rates. Every press convention has some discussion on this point, and so far nothing has been definitely decided about the question except that conditions may alter cases. Various methods have been proposed for setting rates, and none of these methods is in use by the majority of editors of country papers. It is to be hoped that the time will come when editors will co-operate to make one rate system uniform for all papers, allowing for the differences in circulation, service, etc., and that editors will stick to this rate. All that can be said now is that many methods are being tried and none are in general use.

Figuring the Cost of Advertising.—The attempt to charge a certain rate per column inch or per white inch for advertising presupposes that every publisher should make a decent profit on his work. There are without doubt many papers in the country field that are accepting much advertising for less than the cost of printing it. There is a consideration to be made,

however, before basing advertising rates upon cost. The question arises: "Can an editor charge more for his advertising simply because he has more expense in getting out his paper than his fellow editors have?" When overhead expenses take most of the revenue coming into an office, the editor will often feel justified in raising his advertising rate, but a little inspection will prove that he has no justification for doing so *simply because his costs are greater.*

Finding the cost per column inch can be done only when the editor has kept an accurate record of his expenses in the past. If he knows what he has spent to print his paper for some months back, and if he is running the paper as cheaply as he can, he can soon determine what his costs are. The cost of materials, rent, labor, freight and drayage, interest on investment, depreciation of machinery, etc., all enter into the cost of the white inch. Few country shops have a cost system, but in spite of this fact there are few country editors who are such poor business men that they have not some record of what the paper has cost them in the past. They may not be able to tell just what they have made, but they will know how much they have paid out in bills each month. If there is a cost system record, of course this task will be much easier.

The Cost of the White Inch.—Most papers today derive about one-third of their income from circulation and two-thirds from advertising. A discussion of fixing the subscription rate is given elsewhere. When the total cost of printing the paper each week has been found, the receipts from subscriptions should be deducted from this. Then the remainder is divided by the average number of column inches of advertising per week. The resulting quotient will be the actual cost of a column inch per week, *on the average,* or the lowest cost per column inch at any time. This is the lowest cost that the editor can figure on, since he may have less business one week than another. This rate should be used in figuring the price for those advertisers who regularly use space in the paper, because it is based on a *regular* amount of advertising each week throughout the year.

Example.—Taking an imaginary case, let us suppose that an editor finds that his total cost to publish his paper for one average week was $300.00. His subscription income should

take care of $100.00 of that expense. The remaining $200.00 will be the expense to be paid out of advertising receipts. If he has an average of 1,000 column inches of advertising per week, he will find the average cost per column inch by dividing $200.00 by 1,000. This gives a cost of twenty cents. The actual cost of a column inch of advertising then, on the average, will be twenty cents. This should be the cost basis upon which to figure the price charged.

Figuring Profit.—If the above method is used to determine advertising costs the editor's next problem is to determine how much shall be added to the cost to give a fair profit. This discussion presupposes that the advertising rate here sought is the one for local advertising. Mercantile businesses allow a profit of 10 per cent at the very lowest. Emerson P. Harris, in his book, *The Community Newspaper,* says that because it costs practically the same to set up and print the paper each week the editor should have from 15 to 25 per cent profit. H. L. Williamson, editor of *The United States Publisher* magazine, says that every country paper should pay a profit of at least $2,500 per year. Both of these considerations presuppose that the editor is paying himself a salary charged to expenses. As a matter of fact, few mercantile industries are content with as small a profit as 10 per cent on all sales.

It is certainly true that the editor's expenses go on just the same whether he has 1,000 inches of advertising each week or 200 inches. He has practically the same expense for labor; his machinery is deteriorating just the same, his money is tied up in the investment just the same; rent continues and so do all other expenses including materials. It will be seen that whatever he figures as a fair profit, that figure must be based on all of his expenses each week.

Suppose that the editor decides he should make a yearly profit of about $2,500 on advertising. Figuring his profit at the rate of 20 per cent, he will have to charge twenty-five cents per column inch for local advertising. If he has 1,000 column inches per week as in the case above he will make $2,600 profit from advertising per year. If we suppose that his subscriptions total 3,000, a profit of $2,600.00 would be less than one dollar a year profit for each subscriber. Many writers contend that

the country editor should make from two to six dollars per year per subscriber.

A committee of the Illinois State Press Association at the October, 1925, convention, drafted these recommendations for rates for local advertising. Circulations under 1,000, 20 cents per inch; 1,000 to 1,500, 25¢; 1,500 to 2,000, 30¢; 2,000 to 2,500, 35¢; 2,500 to 3,500, 40¢; 3,500 to 4,000, 50¢; 4,000 to 7,500, 60¢. The committee cited cases of many publishers who were getting less than this, as well as some who were getting more. The rates were based on an estimate of the actual cost per inch and a profit that would produce a yearly income of at least $2,500. The rates adopted by the National Editorial Association in 1920 are a little higher for papers with small circulations and a little less for papers with greater circulations.

Adjusting to Competitor's Rates.—When all the discussion of cost and fair profit is done the editor will be forced to acknowledge that competitor's rates are one of the biggest factors in adjusting a rate card today. Generally when one editor takes advertising for twenty cents an inch that another charges twenty-five cents for, the tendency is to say that the cheaper publisher does poorer work. This is not always the case. Some shops are better managed than others, the overhead is kept down and they are able to do work cheaper for this reason. Before starting a campaign to convince the advertisers that his paper is performing a service superior to that of a competitor's, it is a good idea for the country editor to check up on things and see if this is actually true. If truth in advertising is the rule for other people, it should also be the rule for the editor. A paper that cannot make money because of poor financial handling is sure to lose in a campaign seeking to show that it performs a better service. If the editor is sure that his paper is giving greater service, it is time to start convincing everyone that the essential quality of an advertising medium is *service*. It is time to advertise your own business only when you can afford to lay all the cards on the table for inspection.

The only real remedy for a situation in which competitor's rates are lower than yours is co-operation. Men in the same profession are realizing more and more every year that in order to accomplish anything they must stop trying to show

how bad the other one is and must work together. Common interests should make possible some sort of agreement that will insure a rate acceptable to all. Fighting each other is in reality fighting oneself, for by injuring the other fellow an opportunity is created for him to injure you. It is not reasonable to have the same circulation, cover the same territory in no better way than one's competitor, and still expect to get a higher rate. Co-operation and the adoption of a standard rate for all papers of the same circulation and the same service must come as the solution to the rate problem. Until this comes, the country editor can only strive to perform the best service and charge a rate that will yield him a reasonable profit.

Composition Costs and In-and-out Ads.—The determination of a rate per white inch, as previously suggested, is useful only in ascertaining what should be charged those who advertise regularly in the paper. There are still many country newspapermen who run all advertisements at one rate, with no charge for composition and no charge for irregularity of insertion. Most publishers realize that it costs more to change copy every week than it does to run one for several consecutive weeks without a change. The main argument for not charging extra for composition is that it is the advertiser's privilege to change his copy if he wishes to and that when a composition charge is put on, the editor is encouraging the advertiser to run "dead" advertisements or those that have no power. There is some force to this argument since it seemingly does penalize a live advertiser. Yet it is certainly true that the editor pays for the extra composition. He must pay a workman to set it or the cost of machine composition if it is used, and his worker is spending time that he could be putting on another job that would bring in additional revenue. If the editor makes the layouts for them each week, as is often the case, his time is worth money. For these reasons the editor is entitled to a higher rate for advertisements run only one time or for those changed each week.

The in-and-out advertisement that is inserted at intervals, may have the same composition cost each time. There are few country shops that can afford to tie up much material in ads that are held over. Even if there is sufficient type and materials to let it stand, the editor is not getting a con-

stant income from that advertising. His expenses go on just the same and the column inch cost is not decreased. It is worth far more to the country editor to have a steady source of income than to have it come in by spurts. Dependability in income makes a good business and the in-and-out advertisement that runs only once is not dependable business. If this type of advertising is to pay enough to make the publishing of the paper an all-the-year-round surety, a higher rate will have to be charged than that for local advertising.

The argument advanced by one-time and in-and-out advertisers is that the editor should be glad to get this advertising at any time. The irregular advertiser wants to pay just what anyone else pays because, he says, he is getting no more service than the man who advertises regularly. This person forgets that he is getting a very great service which he does not pay for. The editor makes it possible for him to have a medium that keeps going all the time, that is making a reputation for honesty, good news service, truthful advertising; that is building up a reputation of long standing which makes the advertising in it all the more valuable. And all the time this is going on, the one-time advertiser is not helping to defray expenses; he is not helping in any way to build that reputation; he is actually withholding his support from the newspaper and in many cases is helping some competitor. This is the service that the country editor gives to the one-time advertiser, and he should pay for it. If the same rate is given the one-time advertiser that is given the man who advertises regularly, the editor is not being fair to his dependable customers. He is saying to them: "It doesn't do you any good to invest in my columns every week. I don't appreciate your co-operation to boost our town at all times. I think this spasmodic advertiser is worth just as much to me as you are." It is penalizing the regular local advertiser to charge him just as much as the one who advertises once in a while.

Sliding Rate for Regularity of Insertion.—Many editors charge all advertisers the same rate for each insertion whether they use space for one month or for the whole year. They use the cost argument as a defense for this practice. They say that it costs just as much to run the advertisement one week as the next. The average cost of the column inch remains the

same, but it must be remembered that this average cost was figured only by considering that a certain amount of advertising was run regularly each week. The man that helps make a steady income for the editor is helping to pay expenses all the time. The editor's money investment is yielding him a regular interest. Is this regular return not worth more than an irregular one? Is the regular advertiser not saving money for the editor when he makes the editor's investment bring him a return every week? When that return stops for a week or a month, does not the editor suffer an actual loss of money? These are the reasons that a man who uses space each week for a year should get a lower rate than the one who runs an advertisement only one week or one month.

A varying rate which considers that the regular advertiser who takes a certain space for longer than a month should pay a lower rate is known as a "sliding scale." This type of rate is found in most country shops today, although there are many editors who still cling to the old idea that an inch costs the same at any time and that the same rate should be charged for a year that is charged for a week.

The following method of determining a sliding scale with some degree of accuracy is here suggested:

The lowest rate for regular advertisers was found to be twenty-five cents an inch. This considered that the cost of composition was figured in the total expense of putting out the paper. The editor could afford to run an inch of advertising each week for one year at the rate of twenty-five cents an inch for each insertion. He could not charge less than this and make a decent profit, and this is the minimum rate given only to year-round advertisers. Now if the cost of composition on a one-time ad is taken as ten cents per inch, above the price charged to local regular advertisers, the editor would have to charge thirty-five cents an inch for one appearing once. Each time it was run, however, it would approach closer to the year-round ad in paying the expenses of the paper while it was not being inserted. The rate at which it would approach the minimum rate of twenty-five cents would be 10-12ths of a cent per month per column inch. According to this method, a man who used a one-inch advertisement for two months would be charged at the rate of thirty-four cents each inser-

tion. The sliding scale would then be as follows: 1 month, 35¢; 2 months, 34¢; 3 months, 33¢; . . . 11 months or 12 months, 25 cents.

This assumes that the man who advertises eleven months of the year can be considered for all practical purposes of estimating receipts and expenditures as a regular customer. The actual case in most sliding scales today is that the editor considers everyone who advertises for six months as a regular advertiser and gives him a rate very near to the one given the year-round advertiser. The argument is that a man who advertises six months will probably be sold on the idea and continue to take space for the other six months. There is no assurance of this and many times the country editor is approached by some one who says: "If you will give me the regular local rate of twenty-five cents, I'll see if we can't carry an ad regularly." This is often a scheme and should not be considered as an obligation on the editor's part to give this "maybe" advertiser the lowest rate.

The Sliding Scale—Size.—Some papers have a lower rate for transient advertising over a minimum amount. The regular rate of thirty-five cents an inch for one-time ads would be charged, say, for anything up to one hundred inches, and all over that would be subject to a lower rate. This system is based upon the idea that a larger volume of business necessitates less expenditure for labor and materials per unit than a small volume of business.

It costs the editor more to solicit, lay out, set up and run one hundred inches of advertising if it is made up of twenty five-inch advertisements, than if it is one of one hundred inches. In the first case a selling talk and time for each selling must be taken for each five inches; in the second there is only one needed. In the first case, each five inches necessitates all the steps of preparation, the same details of construction, make-up and printing that the one hundred inches does.

Determining a Sliding Scale for Space.—Upon examining the rates of many newspapers it would appear that there is no sound basis upon which sliding scales for size have been determined. Some papers give everything over five hundred inches the same rate; some do the same for everything over three hundred inches; and some do it for one hundred inches or

more. Some papers make no lower rate for any size, and others seem to go to the other extreme when they charge seventy-five cents an inch for small ads and lower the rate to thirty-five cents an inch for those over three hundred inches.

If the shop has two mechanics, they cannot do three men's work unless it is done on overtime. This necessitates an added expenditure on the part of the editor, and he should certainly charge the advertiser for it. Too many have the idea that in a country shop there are hours and hours in which the force has nothing to do. A large amount of advertising which comes in unexpectedly simply means that other production must be slowed up. Most country shops have a job department which gives the force a regular amount of work to do. If this is not done it means a slowing up of production and a consequent decrease in revenue. If production in all departments is to go on at the rate the editor estimated, the unexpected work must be done after regular office hours. It will thus appear that the irregular advertiser should be charged at a rate which will pay for this overtime and yield the editor a fair profit besides. If that is true, then a higher rate than the minimum of twenty-five cents must be charged. No rule can be made to set this rate because the editor must first determine what it costs him to handle this unexpected advertising. This cost plus 20 per cent or 25 per cent profit will be the correct rate. Those who have run a country newspaper know that the "spare time" is needed for office production.

Contracts.—The sliding scale determined above had for its purpose the encouraging of regular advertising, or the determination of the charge for one inch run each week for a year or a fraction thereof. Now the question arises whether a man who contracts to take, say, five hundred inches of advertising a year should be forced to use the same space each week or whether he may run four hundred inches in a period of six months and the other one hundred inches during the next six months. The reason for having a sliding scale was to make it possible for the editor to estimate his expenses for the year, so that he could figure an average rate based on cost plus profit. It will be seen that on contract advertising the editor is sure of so much advertising, and knows the amount of time and labor it is going to require during the year to set up and

run that amount of advertising. It would make no difference to him, then, whether a merchant ran a half-page one week or a quarter-page two weeks, so long as he took all the advertising he contracted for. Contract advertising can for this reason be given the lowest rate when a certain amount of space is guaranteed over a year's time. The extra time taken from other work to handle space twice as large as the regular insertion is worth money but it is also paid for since that time was figured in the estimate for the year. The amount of time spent on the same advertisement another week will be proportionately less.

Sticking to a Rate.—Every editor would like to have a set rate and stick to it, but the problems of sticking to a rate have been so numerous in the past that the editor has often given in. The lower rate of a competitor has often been the cause. Sometimes the rate was lowered to get a man to start advertising; sometimes the rate was cut for a man who "couldn't pay so much." The results have always been a lowering of standards. When a special privilege is given to one man, a precedent is established, and the next man has a right to demand a like privilege. Courage to fix a fair rate and stand by that rate is needed if a country editor is to do a paying business. The cases are very few in which the editor who has established a fair rate and stuck to it has lost money. Editor Herschel G. Blazer of the *Times-Record* at Aledo, Ill., has established a rate of sixty cents per inch and says that he gets more ads at sixty cents an inch than he did before. Myron S. Jones of the *Blue-Island Sun-Standard* says he gets "sixty-eight cents an inch on contracts for five hundred inches or more and seventy-five cents for other insertions—that is seventy-five cents net." [1] It would appear that sticking to a rate had helped these country papers.

Too often in the past the editor has been afraid to get a fair price for his work. He has had the idea that advertising was more or less of a charitable support of a local institution. If an editor realizes that he is a professional man and must have certain standards for his profession, he will have no difficulty in maintaining those standards. It's the man who has enough mettle to stand up for his own ideas and rights that will get

[1] From the proceedings of the Illinois State Press Association Convention, 1925.

Waupun, Wis. Waupun Leader **Published Weekly**

Rate Card No. 2 **Effective May 1, 1925** **THURSDAY**

1—GENERAL ADVERTISING

(a) Run of paper, per inch . $0.25

(b) No time discount.

(c) No space discount.

(d) Following and entirely alongside reading 5c per inch additional.

(e) No advertising order accepted for less than $1.00.

(f) Contracts must be completed within one year from date of first insertion.

2—CLASSIFICATIONS

(a) Display classifications—none.

(b) Classified 1 cent per word. No advertising order accepted for less than 25c an insertion. Three insertions or more, 20% discount. All classified advertising must be paid in advance.

3—READING NOTICES

(a) Readers, per line, counted $0.10

(b) Black face type, 15c a line. All readers marked Advertisement.

4—COMMISSION AND CASH DISCOUNT

(a) Agency commission of 15% allowed agencies recognized by the A. N. P. A.

(b) Bills payable monthly before the 20th.

5—MECHANICAL REQUIREMENTS

(a) Width of column, 13 ems.
(b) Depth of column, 19¾ inches.
(c) Six columns to page.
(d) Full page type space 13½x19¾ inches.
(e) All advertisements must be received by Tuesday noon.
(f) Halftone screen, 55 to 120.
(g) Can use mats.
(h) 8 to 20 pages each week.

6—CIRCULATION

(a) In the city and adjacent trade territory more than 1,226 guaranteed.

7—MISCELLANEOUS

(a) Advertising subject to approval.
(b) Established 1866.
(c) Subscription $2 per year.
(d) No space sold on first page of paper.
(e) Published by George W. Greene.
(f) By far the largest and best weekly in territory.

Front and back sides of the rate card used by the *Waupun Leader*, Waupun, Wis.

the respect of the community. Remember that it is the wheel that squeaks that gets the oil. An established rate is the editor's word that it is the basis upon which he does business. His word should be as reliable as his paper, and the two should be so considered in his community.

Rates for Classified and Reader Advertising.—If reader advertising is run it should be subject to a different rate from that of classifieds. The rate in country papers for classifieds differs with the circulation. For papers under one thousand it is one cent a word for each insertion in some cases, with a minimum charge of twenty-five cents. It does not pay a publisher to handle classifieds paying less than twenty-five cents for the first insertion. The work necessary to get an ad of ten words into the paper is practically the same as that for one of twenty-five words.

Classifieds should be charged for at a higher rate than display advertising for several reasons. (1) They are irregular. They are inserted only a few times at most and generally only once. (2) They are in good position. The classified column is a special division of the paper devoted solely to advertising certain things. This position is valuable to the advertiser since people look in that column for the certain things placed there. Special heads are placed above each group, enabling the reader to find what he wants with no trouble. This makes for better attention and a quicker sale. (3) They are small items and require more work in proportion than a like amount of display advertising does. (4) Collections entail more work since most classifieds are phoned in to the office, necessitating book work and personal collection. (5) The results are more quickly gained and are directly traceable to the advertising. There is no element of chance in classified advertising if the product is salable to any public. The results are easy to see, since the buyer either carries the advertisement when he goes to investigate the article or mentions it as his source of information.

CHAPTER XIII

Problems of the Combined Newspaper and Job Printing Shop

The combined newspaper office and job printing establishment is an institution peculiar to the smaller town in which there is not always room for two different business places dealing with printing. Formerly, before the growth of towns into cities, the city daily was not in existence and the man who edited the newspaper usually had a plant in which he could do all sorts of printing. As cities became more numerous the tendency to have a newspaper independent of the job shop became more pronounced until today all cities have newspapers and job shops entirely independent of each other. From the question of the utility of having a job shop in connection has arisen the question of when it is best to run the newspaper as a separate unit.

The considerations that make the city paper a separate establishment have little force in the country. There is enough to do on a city newspaper to require the time of a large number of men; a job shop would be a nuisance and so it is done away with. In the country field it is different. Some territories are so small that it becomes necessary to develop the field intensively in all lines of printing rather than to treat it extensively. There are very few small country newspapers in the United States that do not have a job shop in connection, and with the advertising situation what it is in many places these small papers could not get enough revenue from the paper to pay expenses. The job shop makes it possible for them to keep going.

It has been argued that if the paper does not bring in sufficient revenue to make it a paying proposition it should be discontinued, because the members of a community have no right to a paper unless it is properly patronized. That is begging the question. When all of the business men in town are

advertising as well as they do in any other town, and all available advertising from outside sources is being handled, the editor has exhausted the possibilities of his field. If then his paper does not make enough he cannot blame the local advertisers. The trouble is not that advertising isn't good in some small territories but that there are not enough advertisers. The people of the town are backing the newspaper, but there are not enough of them in the community. Yet these people want a newspaper and they are doing all they can to keep one. What should the editor do? Move out and try to get a larger field, or stay and try to increase his income by other printing? Who knows how large a town should be before it should have a newspaper? If you say one thousand, you may be wrong for many editors are making good in towns with fewer people than that. No matter what population limit one might set, he would still find that different conditions in other towns make for greater or less prosperity for the newspaperman. The only answer that can be given as to the size of town that should have a newspaper, is that it should be one in which the editor can succeed, both financially and professionally.

There is another argument in favor of the job shop in connection with a newspaper, and that is that it is performing a service to local consumers of printing. When the editor talks continuously in favor of patronizing home business men, he includes himself in their class and expects to be patronized by local people. He can give them quicker service than they can get from the city, and often he can give them a very good price. Furthermore, they have a chance to choose what stock shall be used and just what shade of ink; they may come in at any time to make changes in the specifications and to see how the job is progressing. When they send to the city they may get what they ordered, and they may not. If they happen to have made a mistake in the copy it is printed, mistake and all, and they must use the printing whether they like it or not. This local service is worth a great deal to local citizens and they appreciate it, which is another reason that the job shop is worth while in the country town.

Numerous times have country editors been heard to say: "You don't make anything on the paper anyhow. If it wasn't for the job shop we'd go under." The reason for this has been

given above, but the way in which things work out together is worth considering. Suppose that you have a newspaper and it is necessary to have three men to do the work in the back shop when it is time to publish the paper. Now if you have only a newspaper, what will you do with the men the rest of the week? There is not enough to do on the paper at all times of the week to keep them busy, and yet they are needed when the paper is printed. If you have no job shop you cannot have their help because you cannot afford it; if you have a job shop the men may work at productive labor when they are not needed on the paper. When the last of the week is taken up with publishing the paper the first part of the week is used on job work and vice versa. This is the way the small newspaper business is conducted in many towns, and it is the only way it could keep going.

The small newspaper plant is usually equipped with job printing materials. If it were not, the editor would have to hire his own job printing done at some considerable expense, and this is no small item when much printing is needed. The equipment is there and the overhead goes on whether the equipment is used or not. There is every reason in the world for trying to make it pay out and little reason for letting it stand idle. If a man is starting a new newspaper and purchases new equipment, he will not necessarily get job equipment, but very few shops are without it. When it is already installed the wisest plan is to make use of it.

Let us consider the arguments against the use of the job shop in connection with a newspaper, and see if they are strong enough to counteract those in favor of it. First, it is argued that a job shop makes one more big thing to occupy the time and attention of the men who should be putting out a better newspaper. No one will say that the country newspapers of this country are as good as they could be, but no one who has been in the country field will say that they are not good, if one considers the field they have. If opportunity alone is considered—and that certainly should have consideration in judging a newspaper—the country papers are making as much of their opportunities as are the city dailies. There is no doubt that a better paper could be put out if the editor and the back office force had nothing to do but put out a newspaper. The ques-

tion is whether or not the newspaper is not as good as the opportunity warrants. If the paper gives the readers every week a complete and fair coverage of the local field, together with well-developed departments of other kinds, it is satisfying the needs of that community for a newspaper in a satisfactory manner. When this is being done the editor has a right to make the most of his other opportunities in the printing line. No one has a right to demand more of a newspaper than the conditions imposed on the publication of that newspaper will permit.

The second argument against the job shop is that it takes more time than it is worth; in other words, that if the editor would devote his time to the cultivation of his field he would be able to make more from the newspaper than he now does from the job shop. The best way to answer this argument is to let the one who advances it spend some months in the country field until he has satisfied himself that the possibilities are all being used. It is true that some editors are not getting all the advertising they could, but it is truer that most of them are getting as much as the field affords. When the job shop causes the editor to neglect his possibilities in other lines, it is of course a burden but this is very rarely the case. Most men who have the best job shops have also the best grasp of advertising matters. Business well developed in one line does not necessarily mean business poorly developed in others, and the very good job shop is rarely found combined with the very poor newspaper.

Job Equipment.—The equipment that a job shop should have varies with the kind and amount of printing that there is to be done. A monotype placed in a small one-man shop would be as big a white elephant as anything could be. Only when the volume of business warrants a new piece of machinery should it be installed. It does not take long for a cost-finding system to tell whether or not a machine is worth keeping for the workmen know how much they use it and whether they could get along without it. If a machine is being used very rarely, it had better be sold and the money put into something more necessary. Generally the trouble is not in having too much equipment but too little. Trying to do good printing with an old worn-out press or other useless printing

material, is foolishness and the time expended is worth more than a new machine would cost. If the business is there, new equipment can be well afforded.

Sometimes the editor is confronted with a machinery question in regard to the job shop that demands serious thinking. When the production of the shop is as great as its capacity, he must either put in new machinery to take care of greater business or go along with the old equipment and the same volume of business. If he sees that a new linotype would increase his income enough to make the machine a paying proposition he will do well to buy one. If the increase would only be an amount not large enough to pay for the machine and to keep it paying he cannot afford to buy it. He cannot afford to buy machinery which will do better work unless his business is large enough to make it pay out. Whenever the new equipment can be used in getting out a better newspaper, as in the case of a typesetting machine, that element is a strong argument in favor of getting the machine. What is added will be that which an enterprising editor cannot afford to be without.

Job Supplies.—The job shop must have certain supplies before it can operate. Chief among these supplies are paper stock and inks, and it is these that the editor must buy most frequently. Until a man has bought some paper stock he does not imagine that paper is worth much money, or that there is any chance of going wrong in buying it. After he has loaded up with several reams of worthless stuff that he has to use up for his own purposes he begins to wonder if there isn't more to buying paper than he at first thought. Paper is one of the hardest commodities to buy because it is hard to know what to buy. The small job shop has no need of a large assortment of papers of all kinds and colors, but only of those brands that are going to be used often and in the largest quantities. One editor ordered enough sets of mourning cards to handle all of the calls for them in that community for the next hundred years. That stock is still in the office and is an entire loss. He did not know his local field and what would be needed there.

Before buying any stock it is a good plan to look over the samples of the jobs done in the office in the past and see which ones are most common. If most of the jobs have been done on

a medium-priced bond paper and that paper is satisfactory, it is the kind to buy. The wants in a small community are of certain kinds and one brand of bond paper will be enough if several weights of it are carried in stock. One of the best job shops in the country uses only two kinds of bond paper, one grade good enough for all practical purposes and one grade of fine quality for jobs that are very particular The same points are true of envelopes, and it is just as easy to go wrong in buying them. The question of usefulness should be the editor's guide in buying all his paper. It will be necessary to have on hand some strawboard, pressboard, dodger stock, calling cards, blotter stock, manila, etc., for other purposes, but this can be bought in quantities sufficient only for a short time. It does not pay to overload the stock cabinet.

The Perpetual Inventory for Stock.—Much of the loss in buying paper stock comes about through the editor's neglect. He does not know what he has in stock and if he cannot locate what he wants one day he orders it the next, only to find a week or so later that he had plenty of that paper in stock. That is why a perpetual stock inventory is worth its weight in gold. The perpetual stock inventory is a record of all the stock that is bought and what it is used for. Some editors use a book in which to keep track of this, but more generally a card system is used. On each card is tallied the amount of stock that is bought, and when some of this is used a notation is made on the card of the amount of the stock used. The editor always knows then just how much he has left and will know when he must order more. There is a card for each kind of stock of different weight; for instance, there is a card for Certificate bond weight 16 and one for the same kind of weight 20. The cards are kept in an index where the editor can get at them conveniently and the inventory is kept up-to-date. When a job comes in, the kind of stock and the amount to be used is always put on the job envelope, and the editor can enter his note in the inventory before the job has gone to the printers. If any later changes are made in stock specifications these are also made in the inventory.

Colored Stock. Cover Stock.—Colored paper seems to have a fascination for the average buyer, and consequently most

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PERPETUAL
JOB STOCK INVENTORY

KIND_____ SIZE & WT._____

COLOR_____ PRESENT REAM PRICE PER LB._____

RECEIVED			SOLD		
DATE INVOICE	NO. SHEETS	TOTAL	JOB NO.	NO. SHEETS	TOTAL

A loose-leaf binder may be used in place of cards for the Job Stock Inventory. A sheet from such a binder is shown above.

job shops have all sorts of colored papers that will never be used. Very little colored bond paper is ever used in the country job shop and little of it needs to be bought. There will be times when a booklet of some sort will need colored stock, and so it is a good plan to have something in the cabinet that can be used. One ream of stock of each of a very few colors will be sufficient for all purposes. Most of the job printing in small shops is done on white stock.

Cover stocks are very expensive and are little needed in the country shop. Enough cover stock can be kept on hand to take care of the ordinary run of small booklets and pamphlets that are printed. There is no need for reams of all grades of cover stock in all colors for they will never be used. Neither is it necessary to get the most expensive. If conservative colors are purchased the stock can be used on different kinds of jobs. This is another place where the advice of a printer will be very valuable to the buyer.

Paper Sizes and Measurements.—Paper is generally sold by the ream. A ream according to the mathematicians should contain 500 sheets. Some reams contain 500, some 480, and some 516 sheets. Most papers today are sold in reams of 500 sheets. The weight of a ream is different for different papers and the weight is always printed on the outside. The price is quoted as so much per pound. Some expensive papers are sold by the sheet at so much per 100 sheets but all of the common papers used are sold by the ream.

American Paper Sizes.—Most of the bond papers used in America can be purchased in what is known as the folio size, which is 17 x 22 inches. This cuts out in 4to, 4 pages 8½ x 11 inches, in 8vo. 5½ x 8½. Another size is often cut, called memo head size which is 8½ x 7¼.

Print paper can be purchased in any size sheet. Pressboard, mixed dodger stock, cover stock, and Bristol board generally come in 24 x 36 inch size.

Buying Inks.—Inks cost all the way from a few cents to several dollars a pound and it is easy to stock up on much that will be a total loss. Good black ink is the old reliable for the country job shop although it is necessary to have a few tubes of colors for occasional printing. Most country printers take

pride in the color work that they are able to do, and much very good color printing is done in small shops. They do not use many colors, however, and a good printer can take the primary colors and make any shade that he wants. It is not necessary, for this reason, to stock up on inks of every shade but only on those which are sure to be used. In buying black ink there is a grade for each of the different kinds of paper that will be printed on. Dodger stock takes a much different ink from onion-skin paper, or even bond paper. There must be enough variety in the inks so that the pressman will have no trouble finding the kind that is needed, but most small shops can get along with a stiff ink for some of the bond papers and a thinner ink for softer papers, and the printer can mix these two to suit his purpose. Dryers and thinners for inks are not used much and should be bought in very small quantities if at all.

It is a mistake to buy cheap inks because nothing will cause the printer more trouble or assist in putting out poorer work than cheap inks. There are several concerns that give ordinary news ink for a certain amount of free advertising but this ink should first be inspected before being used. Above all do not try to use poor inks for job work. It is better to pay a few cents more and get something that will work well for the run of your work. When inks are bought they should be bought from some of the standard supply houses and not from some fake company that has a new mixture to try out. Any of the printers' supply houses have standard inks that will work well.

Buying Type.—Most of the type that is bought in the country shop is for the job department, so the buying of type will be here considered. What has been said about types in the chapter on "Typography" will help in buying types. It is a mistake to think that the small shop should have types of every kind and size. If there is one shop in the country that does not have several fonts of type lying around collecting dust there are also thousands of shops that have many fonts of type which are clear losses. No more type need be ordered than will be needed for the ordinary run of job work in the country shop. There should, of course, be enough variety so that the printer will not have to set all jobs in the same kind of type and so that he will have plenty of type with which to set a good

looking job. Nothing is more disheartening to a printer than to get most of a job set and find that he has run short of characters. For this reason it is better for the small shop to *have a few kinds of type and to have large fonts of these kinds.*

Several fonts in varying sizes of copperplate Gothic are very much needed in the country job shop, as are also series of Cheltenham and of some lighter type such as Caslon. With such types a printer can set many beautiful jobs. Most shops have a few fonts of text and script type which are needed in setting announcements of various kinds and calling cards. Some larger wood type is needed for the flare lines of posters, auction sale bills, dodgers and placards where much display is required.

Type is very expensive and it depreciates in value fast, so that a new font today becomes an old one tomorrow and a worthless one in a short time. Job type is more easily broken than newspaper type and thus depreciates faster. *Typographical materials that are new fads on the market are particularly to be avoided.* It is easy to put a lot of money in some new things which will prove of little value to the compositor and which he could better do without. When something new which is a step in the right direction does come along it can be investigated and then purchased if it justifies itself. Materials bought which are seldom or never used are worth only so much to the buyer as the metal they are made of, and the reclaim value on this is surprisingly low.

Perhaps a caution should be inserted here on keeping types in good condition. It is expecting too much of any printer to ask him to work with old, worn-out, broken types, and try to make a good job. Types are the chief implements of the printer, and if these are worthless most of the work will be worthless too. When the printer says that a series of type is becoming too old and broken up to be of any good use, it is time that the editor look into the matter and if necessary get some to replace the old material. Poor work is the worst advertisement that anyone can have, for everybody sees it and thinks that it is an example of the best the shop can do. A bad job of printing is better destroyed and done over so no one will see the mistake. Every job of printing is a salesman in itself, if it is good printing, and it pays to do good work even though the cost is somewhat greater.

Qualifications of One Who Supervises a Job Shop.—The editor who has a job shop to supervise as well as having to get out a good newspaper every week, necessarily has plenty to do. If he neglects one end of the business for a day he finds that he is losing money in the neglected department. In seeing that the job shop is kept busy the editor will find that a knowledge of printing is very essential, and if he does not know the printing business when he starts in country newspaper work he will soon see that it is to his advantage to learn all he can about it. It is practically impossible to be a good salesman of printing without understanding what the fundamentals of the industry are, and most customers are wise enough to know when they are dealing with a man who does not understand his business. Time and money can be saved when the man who supervises the job shop is able to talk to customers in an efficient manner and is also able to give directions to the printers in their own language. He should know the fundamentals of printing so that he will not accept jobs that cannot be well done in his shop. Imagine the printer's dismay when the editor takes a contract for a job requiring a press just two inches larger than the jobber in the shop, or when he tells the customer that he can give him a job just like the sample which is in real embossing and the shop has no embossing apparatus.

More common among the mistakes of the man who does not understand printing is the mistake in measurements. Inches mean little to the printer, and it is impossible to follow directions that are put in linear measure. The first essential qualification, therefore, of a man who is to run a job shop successfully is that he understand the fundamentals of the printing business and of the printing art. It is not necessary for him to be able to set the job himself, although the best proprietors are able to do that, but he must be able to tell the printer just how he wants the finished job to look. The time that one who does not know printing spends learning the rudiments of it, is just money in his pocket.

Keeping the Job Shop Busy.—Besides knowing the fundamentals of the printing art, the man who supervises a job shop in a small town must be a salesman of printing. Every man and woman in the town is a potential customer, for they are all users of printing of some kind, and it is the manager's job

to help them determine what they need and to sell it to them. Many methods have been tried in selling printing but none is so good as the personal solicitation method. It is very difficult to sell a commodity which varies so much with each customer as printing does by mail or the pamphlet style of advertising literature. Some of the biggest companies in the business use this method, but they are selling to a certain class of people and only to certain kinds of concerns. The country job man sells to everybody who needs printing, and the number of different businesses that he prints for is limited only by the number of different concerns in his territory.

Printing is very different from other stable commodities such as butter and eggs. These latter things have the same characteristics at all times and for all people, but each job of printing is different; each customer must have a job which represents the personality of his enterprise. It becomes necessary, then, for the salesman of printing to know how to give each job a personality and the right personality for that particular business. This is what makes it harder to sell printing than other commodities, and it is also what makes it necessary for the salesman of printing to do his work personally rather than by direct mail advertising.

Personal Selling of Printing.—After the editor has been in his territory for a few months he will know, or should know, who the main prospects for printing are and just about when they will need more printing. Some people will always come to the shop and order what they want done. If they fail to come back for a second order when it is about time the first should be used up, it is a good plan for the solicitor to find out what is the matter. Perhaps they were dissatisfied with the last job and are going to try some other shop this time; perhaps they are simply negligent in ordering their printing and have been using unprinted materials. Whatever the reason, the printing salesman must be over to see them and try to get a repeat order. There is little use writing them a letter asking for another order or depending on the self-advertising in the paper to bring in the order. The best method is to visit the prospect and see what is holding him from ordering. If he is dissatisfied because of something the shop did wrong, the only policy to follow is to right the wrong, even if it means printing

the whole job over. Prospects are too scarce in the small territory to lose one through a failure on the part of the shop itself to perform things in a satisfactory manner.

Repeat Orders.—Repeat orders are the backbone of the job shop business in the small town and most of the salesman's time will be devoted to seeing that all the possible repeat orders are coming in. If a job of envelopes was printed for the Green Company in December and it is now June and they have not ordered, it is time to look them up. The time to solicit the same type of job again will of course vary with the amount of printing that was done for them, but the wise salesman will keep strict track of all printing that goes out of his office and will know when more is needed.

The method used by one editor who is making money is worth considering in talking of repeat orders. The paper is located in a county-seat town, so that the courthouse is a source of much job printing. The editor visits the courthouse, as well as the other business places, regularly and looks through the drawers to see what printing the place is getting low on, and when he finds that the auditor has only a few No. 6 envelopes left he suggests that he be allowed to print up a few thousand. This method works very well, since most of the time the customers are too busy to check up on their job printing and do not know they are low on any one thing until they run out. The same scheme works for business places, as the editor visits them regularly and checks up to see when they will need more printing. The whole business of selling printing in the small community is tied up with keeping track of potential customers and in selling them when they need printing.

The Future Book for Job Printing.—Just as the live city editor of the city daily keeps a "future" book to help him remember when there is going to be news, the editor of the small paper who runs a job shop can keep a book which will tell him when there should be printing. In this future book for job printing are entered the names of the customers to whom printing is sold, together with the date and the data on the job. If Brown and Company are sold one thousand No. 10 envelopes on a certain date that information is entered in the book. On another page the estimated time at which they will need more

No. 10 envelopes is recorded and when that page is turned over in due time the editor will see a note there saying: "See Brown and Company about No. 10 envelopes." This is his tip to get on the job unless the company has already ordered some more printing.

A future book is of little use unless the editor keeps it up, because to leave out one entry means to cut down the list of prospects. Delay is always dangerous but especially so in the printing game where a day may find the prospect stocked up with printing from another shop.

Selling New Consumers of Printing.—Besides the repeat orders that the owner of a job shop depends on, there are new customers to occupy his attention. When a new business concern starts up in the town, it is the cue for the job printer to get busy. The new company will need job printing of all kinds, stationery, blanks, receipts, tabs, billheads, and whatnot, all of which can be printed in the local shop if the order is secured. The salesman visits the new proprietor to see what he needs and what amount can be printed at that time. It will often be necessary to convince the man that he needs printing of any kind, and here the selling talk for job printing comes in. Some of the arguments that are met with in the small town will be considered, together with the answer to those arguments.

First, there will be the argument that expenses must be kept down and so the concern is going to try to get along without stationery for a while. When the prospect has been shown samples of work done for other business men in the town, he will begin to wonder if his business shouldn't look as well on paper as theirs does. He can be convinced that it is good business to use good printing and that every business is judged by the kind of printing that it uses. If he wishes to convey the impression of running a cheap establishment with no system to it, he can use plain paper of a cheap quality, but of course he does not want people to think of his business that way, and so it is necessary to get stationery which looks good.

It will sometimes be argued that the firm can get along very well without many of the printed forms and labels that it should have. The time expended in writing out labels alone, if considered, is a strong argument for having them. They are

more convenient, better looking and more businesslike than plain pieces of paper scrawled in handwriting. Also, they are a necessity because they always send the parcel to the right place and are a good advertisement for the firm that sends them. It pays the man to have the name of his firm well printed on every parcel that he sends out; it is the best advertising he can get. The same argument holds true for other printed forms. Billheads make the recipient think that he is dealing with a business concern rather than a cheap outfit. There is a form for every purpose and the customer does not have to order more of them than he can use. It is a mistake to try to load a customer up with enough printing to last him a lifetime, because after he is once sold on using printing it will be easier to secure repeat orders from him. Do not antagonize the new prospect the first time you meet him or your business will suffer when it is time to see him again.

The Use of Samples.—Before one attempts to sell printing he must have a complete set of samples of the work that his shop is able to do. These samples serve two purposes: they suggest to the customer things that he ought to have in his business, and they also show him how the work that the shop does looks when it is finished. Good samples and a complete set of them get the best results. When soliciting printing the samples should be shown to the customer and the qualities of the printing and paper stock explained to him. Chances are that he does not understand the difference in paper stock that makes one kind cost more than another, but he does know what looks good to him. If he is shown a specimen of cheap paper and another of good stock he will in most cases choose the better stock for his own printing.

If the prospect does not see what he wants in your set of samples, be sure to tell him that any arrangement of types that he likes will be made for him. The fundamentals of typography need not be ignored in letting him make his own selection for he will be glad to know that mixing types to the extreme is not the way to make his printing look best. He will expect you to make a good-looking job out of the type that he chooses, and he will generally be content with one or two faces that you tell him will harmonize well in the completed job. You need not fear that he will want something that looks bad

if you have offered your advice concerning harmony of types. Freedom of selection is an important part of selling printing.

Individual Samples.—It is often the case that men who have not used much printing before do not want to use it because they know nothing about it. They have to be shown to be convinced, and when this is the case the salesman can and will show them. It is useless to tell a man that his name would look well in this style of type on such and such a paper stock when he has no idea of the combination. The best method to use here is that of an individual sample. It takes but a little while for the printer to set up a sample of the kind of job that would suit the man and then to show the prospect the sample.

Associated Printing Jobs.—Many orders for job printing are lost because the editor or salesman fails to keep in mind the association of different kinds of printing. If a man orders envelopes the mind of the one taking the order immediately associates this with other printing which goes with envelopes. The customer may need letterheads, if not at that time at some time in the near future, or he may be able to use some envelopes of another size for another purpose. It costs nothing to ask him about these other jobs and if he needs them you have helped your own business. If labels are ordered the firm may need shipping tags and stickers. A job of programs will suggest the possibility of tickets; checks will suggest the individual checkbook; wedding announcements will suggest calling cards for both parties. Very few customers know what printing they do need until they have been shown what they can have, and the little time it takes to suggest these things is well spent.

CHAPTER XIV

Methods of Speeding Up Production

Time is precious in a country newspaper office. There is often more to do than the force can efficiently accomplish, and this condition has led many editor-publishers to adopt certain methods of speeding up production in their plants. The question of whether any of these helps should be used or not can be answered only when one is familiar with the local situation. The time was, when it was considered poor journalism to make use of material not prepared by the newspaper's staff, but that time has nearly passed with the passing of the editor-printer who set all the type for his own paper. More and more, as country publishers strive to give their readers something more than a complete coverage of local news, are features being included in the paper that are prepared for publication many miles away. For the sake of convenience all these methods of helping the editor who is very busy to put out a better and more complete paper will be considered together.

It should not be thought that all of the things that help speed up production are foreign to the thoughts and ideas of local readers. On the contrary, the best helps to publication have a distinct local interest and contain much material that is strictly local in content. Much of this material can be prepared by the editor and filed in the office. Its utility will far outweigh the time that is spent in its collection.

The Newspaper Library.—First in importance of the things that help to speed up production is the newspaper library, often spoken of as "the morgue." If the student is familiar with the contents of the city daily's library he will have a very clear understanding of what the country weekly's morgue should contain. The library consists mainly of two things: facts and illustrations. The facts are of various kinds and about all sorts of things, for the editor must have at his fingers' ends all the facts about everything that is likely to be news at

some future time. Of course the country paper's morgue does not need all of the material that the daily's morgue contains since much of the world news that city papers print has no place in the country paper. However, the facts that the country paper must have should be no less complete than those of the city paper. The difference lies only in the number of subjects treated.

Personal Records.—All of the sources of news given in a previous chapter are subjects for the material to be stored in the morgue, in a greater or less degree. The facts that the editor can find here should be about the people with whom the news of the week is concerned. A biography of the president of the United States is not nearly so important for the country paper's morgue as is the biography of the town's most prominent citizen. Ten chances to one, the editor will have more occasions on which to use the material about his prominent citizen than he will that about the president. First of all, the country paper's morgue should have a complete record of the life history of every prominent man in the city and especially of those who are known as "old pioneers," the persons who are likely to be subjects of obituaries before long. Of course what is said of the prominent men applies to the members of the opposite sex as well. In general these accounts of the life history of important individuals should have all of the facts that an editor would want for an obituary of that person, together with all of the accomplishments and experiences of that person that have furnished the basis of news stories in the past. This part of the morgue may be known as the personal record division since it deals with the histories of persons.

History of Things.—Besides the personal record division of the country paper's morgue there should be a division devoted to the history of things that are likely to make news in the future. All of the improvements that have been made in the town, such as the installation of a sewer and water system, electric lights or gas, paving or improvements of the streets and parks, should be here recorded. When a change in the present system is advocated the editor will have the facts on the project with which he can write an intelligent story or editorial. Fairs and celebrations that have been held in the past should be recorded here, so that when another is advocated

and there is some argument concerning the success or failure of those held in the past the editor will have the facts. The history of community and private enterprises that have been started in the past should also be recorded. Much of this material that is not used in the regular news of the week will be very valuable in writing feature stories later on. This division will contain complete histories of things that are often sources of news.

Cuts.—The division devoted to cuts or illustrations of persons, places, and things is one of the important features of a country newspaper library. The argument is often advanced that the country paper cannot afford to have illustrations made, but there are few, if any, country shops that do not have a large number of cuts lying around which would come in handy at some future date if they were just filed away. Most of the cuts that the country shop has are those which are already mounted, as many shops cannot make flat casts. It has been found very convenient by many publishers to have a cabinet in which to file these cuts so that they can easily be located. The drawers of the cabinet can be numbered, and the number of the drawer in which a cut is located can be easily recorded on a sheet or card which is kept in an index. When Mr. So and So does something worth running his picture in the paper, the editor has only to go to the card index, find the number of the drawer in which that man's picture is placed, and get the cut without further trouble.

For convenience in filing away the facts concerning persons, places and things, the envelope system is perhaps the best yet devised. The stories and write-ups concerning the news subject are placed in a large No. 10 envelope, and these envelopes are filed in a large index in alphabetical order. The editor has only to hunt up the name of the person or thing and take out the envelope when he wants the facts.

The argument that is most often advanced against the keeping of a morgue for the country paper is that it takes more time to keep it up than it is worth. The answer to this argument is that most country editors do not make the most of the opportunities afforded by a library. They fail to keep it up adequately and when they want some material they find that they have not filed it away. It is not necessary to take

several days a week to keep up the morgue if the editor remembers that he has one when he looks over the printed paper. The simplest way to take care of the facts concerning persons and things is to clip the entire story about these persons and things out of the printed paper and to file the whole article away. If this is done each week when the editor looks over the paper, he will find that little time is required for it. The cuts can be placed in a drawer immediately after the forms have been torn up. Most local men will allow the paper to keep cuts belonging to them until they are needed. Political times furnish many cuts that are run in political advertisements, and these cuts are usually left with the editor of the local paper. Many farmers and business men have cuts of their places which will be very useful to the editor and which he can usually borrow when they are needed.

Matrix and Cut Services.—In addition to the purely local or local angle cuts that the editor has a chance to get without expense and those which he has made for some special service, there are many matrix and cut services on the market that he can buy for very little and which will be of great service to him. First there are advertising matrix and cut services that are put out by several companies. These services are sold to the publisher, who takes a contract for them by the year. The company furnishes the latest book of pictures to show what the matrices are, and the editor can choose the one he wants to use by means of a number which accompanies each one. If no casting box is available this service cannot be used, so many companies send out the cuts in the shape of flat casts which need only to be mounted upon a wood base before they are ready to be used. The mounting is a simple operation and is inexpensive, but the large amount of metal required for the plates or flat casts makes the method a cumbersome and rather costly one. The metal can be resold to the company or simply used and returned to them.

The importance of advertising cut and matrix services can hardly be overestimated because the country publisher can make advertisements with them that are much greater in attracting-power and interest-holding than he can without any illustration. The picture is an important part of every advertisement, and with the cost of these services as low as it

is there is little excuse for any shop not having at least one. Many country editors take three or four services, so that if the exact picture that is wanted cannot be found in one service it will be in another.

The Use of a Casting Box.—It is impossible for a shop to get along without a casting box of some sort if a matrix and cut service is used. Matrices sent out by advertising services are made so that they can be placed in a metal box and molten metal poured over them to form the cut which prints the picture in the paper. This casting box is not expensive and is relatively easy to operate. The metal that is used may be purchased from the company that sells the service, but sometimes the regular linotype metal is used with less satisfactory results. Casting boxes can be purchased in several sizes according to the needs of the office. A small one will suffice until the paper has need for a larger one and can afford to purchase it.

The Autocaster service and similar services have a casting box furnished with them, and the mats are sent out to fit the box in which the plates are cast. This is a simple method but other services cannot be used in this casting apparatus.

Matrix News Services.—Various news services that are put out in matrices have been useful to many publishers who have not the time necessary to get enough news to fill the paper. There is the danger in using these services that the editor will depend too much upon this patent service and will neglect his local news service. When this is the case the paper always suffers; it is the local news that makes the paper worth while. The trouble that is most often encountered in matrix news services is that most of it is not news when it reaches the country paper. This can hardly be avoided unless the material is all time copy or feature material and most of this type of material can be purchased more cheaply in the form of plate matter. Out-of-date pictures and news reports are as worthless as old metal to the country paper, just as they are to the city paper. It is a mistaken idea that country editors can run "any old thing" just to fill up space.

Printed News and Editorial Services.—The printed news and editorial services furnished by central companies are used by many papers simply because they are useful in filling the

page. Certainly not much can be said for the use of editorials on things that have no bearing upon the lives of local people. It is true that many of these editorials are on state or national issues, but the substance of most of them has been read in the city papers before they reach the country paper. These printed sheets cost as much as getting live news and editorials on local matters would, because the type has to be set on a linotype or by hand before the paper can use it. This service is simply a way in which to get copy without writing it. Certain papers that are avowedly organs of certain organizations make use of such services because the articles are all written for their class of readers. For the ordinary country paper such news and editorial services are not good. It is far better for the editor to write his own editorials on local affairs than to have them "canned" and there is no comparison between the power of "canned" and local editorials. The news material is certain to be of general interest, most of which has been covered in city papers, and it is also sure to be history by the time it is printed in the weekly paper.

Using Exchange Material.—The use of material clipped from exchanges has much more to recommend it than has the use of "canned" copy of any kind. In the first place, much of the material that is clipped from exchanges has a direct local application, and practically all such material that is used is of great local interest.

There should be a special time set aside every week for looking over the exchanges and when the editor is doing this he will be sure to see some stories that will be of value to him. News that is of interest to the residents of the same county can well be clipped from an exchange unless that story has already been run in the local paper. Community news that has not been run can be clipped and used. It is often the case that the activities of certain people will be recorded in a neighboring paper before word of the happening can reach the local editor. Then, too, many persons live closer to the other town than they do to yours, and yet they are well known in the local community. Such news is of great value even though it is exchange material.

The student of country journalism should be cautioned against the too free use of exchanges lest he neglect the local

news that his paper should contain. It is so easy to get into the "exchange" habit and so hard to get out of it. The scissors editor cannot but be regarded as one who has lost the zest necessary to the publication of a good paper. Instead of making the exchanges the chief place from which copy is obtained, it is far better to rely upon them only for the news that cannot be obtained first hand. It is well to remember also that much news that is taken from exchanges cannot be relied upon for truthfulness, and when the editor prints such news he assumes the blame for all errors even though he has given credit to the paper from which he took the story.

Credit should always be given to the paper from which a story is taken, and the credit line should appear at the top. It is not fair to a fellow editor to print a story from his paper in such a way that the reader will get the idea that it was written in the local office. Very often, too, the credit line is necessary to give the reader a better understanding of the locality of the news happening. It is just as easy to have the credit line at the top, and much better form.

Ready-Prints.—Not so many years ago it was considered by many to be the worst possible journalism to use the ready-printed pages furnished to various papers by a central company. It was thought that the country editor should personally get all of the news that went into his paper and not depend upon some outside concern to supply him with material. This attitude has changed in recent years to one of intelligent consideration of the ready-prints. The question now depends for its answer upon the local circumstances more than upon the whims of the publisher. There are many towns where there is simply not enough news to fill all of the pages of the paper, and if there is enough advertising to make it necessary to run an extra four pages, part of them must necessarily be filled with matter prepared outside the office. Ready-prints can be secured today in practically any form that any editor wants. He may choose his own features and reject any material that seems to him to have no place in a good country paper. This fact makes it possible for the country publisher to use ready-prints and still preserve the unity of his paper and the general tone of all stories.

Among the things that are not desirable in ready-prints are

the numerous advertisements that are in some services. These ads are on all subjects under the sun and are not censored. Consequently, if a publisher wishes to keep his advertising columns clean he will not be able to use such ready-prints.

Another reason for not using ready-prints with advertisements in them is the fact that no revenue is derived from the space. The money for it goes to the company that furnishes the ready-prints, and advertisers can get much lower rates from them than they could from the publishers of the paper. If ready-prints are used they should be free from such undesirable matter.

The serial story has been found to be one of the best features secured in ready-prints. Country paper readers have time in which to read a serial, and much interest is taken in the experiences of the fictitious characters. In fact, many city dailies have added the serial novel to their features and it has proved to be worth while. The story that is used can be chosen by the editor when he chooses his ready-print service, and he can usually get a fairly good one.

Short stories are also good features for ready-prints and several of these are included in some services. Puzzles of all kinds find a legitimate place here as they furnish good entertainment and have no objectionable features. The rest of the ready-prints may be made up of feature articles of all kinds that will interest readers of the country paper. Several good authors have been enlisted in the corps of writers for ready-prints and their articles especially are well worth reading. Feature articles on history, economics, politics and miscellaneous matters, when they have local interest, are good things for the ready-print service.

Plate Material.—Stories and features are furnished to the country press in the form of plate, or casts of a whole column. These are very useful in speeding up production as they can usually be cut to fit a given space and thereby lessen the work of making up the page. Too often, however, the country make-up man is tempted to cut a piece of plate just to "fill the holes" without thinking what he is putting in the space. This destroys the unity of the page, and very often includes matter that is of little interest to local readers. The things that are included in plate material are about the same as those

found in ready-prints but the worth-while plate service can also be chosen just as the ready-print service can be picked.

The practice of running whole pages of plate material is advisable only when the content of the material is good, has local interest, and the extra pages must be run to accommodate the advertising. Some publishers have made a practice of running the same plate material week after week to cut down on expenses, but at the same time they have killed much of the local reader's interest in the paper. The reader is entitled to a fresh paper every week, one full of good, live material with a complete coverage of the news. *Only when all of the local news has been written has the editor a defense for including plate matter in his columns.* Even then, some intelligent thought must be exercised before choosing the material that he will run.

Boiler Plate.—Boiler plate is the shop name given to that material which comes all ready to be inserted in the forms. It is a flat cast mounted upon a base which is not detachable from the material which prints. This boiler plate is usually in the form of short briefs that are known as "filler" material; that is, it has no element of timeliness and can be used any week when there is a hole to put it in. After such material has been once run it becomes a thing most detestable to the eyes of the reader and lessens his interest in the paper. Filler advertising material for the paper itself is very commonly found, and it is hardly a debatable fact that such advertising detracts rather than adds anything desirable to the paper. Boiler plate is used because it is handy, not because it is worth while, and the better class of newspapers do not use it.

Hold-Over Material.—It often happens that too much material has been set and not all of it can be placed in the forms for one issue of the paper. In such a case it is a wise practice to pick out the live material that would not be news if held another week and run that, holding over till the next week the stories that do not depend so much on timeliness. If a story is about some coming event which will not occur for several weeks, that story can be held and run the next week and still be good news. Of course a good advance story can be held until its advance value has been lost; only such mate-

rial as will not lose its freshness by waiting can be held over. This hold-over material aids greatly in speeding up production as it gives the operator something to rely upon in case of accident to the machinery, lessens the work of the editor in writing news stories, and that of the make-up man in putting them in forms. It is always a good plan to have on hand some material that you can fall back upon in case the news happens to be scarce for the next issue.

Out-of-Town Composition and Press Work.—In weekly shops where there are not adequate linotype facilities it often becomes necessary either to leave out much news material and devote the time that it would take to set this to ad composition or to send some matter away to be set. The latter plan is the better since it is always poor business to put out a paper with a scanty amount of news in it. Most cities have linotype plants that do composition for surrounding papers at a cost which is not prohibitive. When the editor knows that he will have more material than can be set in the shop, he can send his excess copy up to the linotyper early in the week and he will then be sure of having it back in time for press day. If he has accompanied his copy by the proper directions, he will have what he wants when the type comes back.

Some editors have part of their paper printed in a neighboring shop so that there is only one run necessary before publishing. This is advisable when the press accommodations are not good enough to handle all of the runs. It sometimes happens that there is too much work for the mechanical force to do and the extra make-up and press work can then be properly done in a shop which has more equipment and more men. *This method of speeding up production is considerably better than using ready-prints, for it gives the editor a chance to get more local news into the paper.* The material for the first four pages or whatever the number is that are being printed in another town, can be sent down early in the week and the printed sheets will then be back to the home office before press time. The expense of such a method is usually quite large, and the editor will find that it will pay him to equip his own shop adequately so that he can take care of all his own work. Such a method also entails much inconveni-

ence, but it is better than putting out a small paper which is incomplete in every sense of the word. Any method that will help the editor get out a better, more complete and more readable paper is a good thing, provided that the expense does not exceed the value resulting from the use of the device.

CHAPTER XV

Cost Accounting

When Cost Accounting Is Necessary.—Newspaper plants which print only a newspaper usually have a method of general accounting which adequately takes care of the costs. This is possible when there is only one product manufactured, and when every cost is directly chargeable to that product. When the owners wish to know whether the paper is making or losing money, they can get this information from the books in the general accounting system.

This situation is not generally true of country newspaper plants, particularly of weekly newspapers, published in the smaller towns and cities. As we have seen from another discussion, most country newspaper plants are composed of the equipment necessary to print the paper and also to manufacture job work or printing of various kinds. Such a plant is known as the combined newspaper and job shop. This arrangement necessitates a different system, or rather an additional system of accounting because more than one product is manufactured. The newspaper is just one, although it is the biggest, job that is done in the plant. Every piece of job work that is done must be checked up if the owner would know whether he made or lost money on it. The amount of work done in each department must be checked to see whether or not that department is successful in a financial way.

The following discussion of cost accounting is, therefore, included because most country editors are owners of manufacturing plants making a number of products. The aim is not to make expert accountants of students but to make them acquainted with and to give them an understanding of the principles of cost-accounting systems that are *usable in country newspaper plants.* The student is strongly advised to take a course in accounting and in cost accounting if possible.

What Cost Accounting Is and Does.—Cost accounting is not entirely different from general accounting, and the principles which apply are the same in both cases. Cost accounting is simply the application of accounting principles in greater detail than is usually necessary in general accounting. It is necessary because it gives information in greater detail about the inner workings of the plant itself, and particularly about the manufacturing of the products.

With a system of general accounting it is practically impossible to issue a profit-and-loss statement oftener than once every six months. With a cost-accounting system a profit-and-loss statement may be issued every month and could be issued oftener if there was any necessity. The owner, therefore, has a chance to check up his business every thirty days with a cost-accounting system. It becomes a sort of perpetual inventory of the whole business, just as the perpetual stock inventory tells the owner at any time what he has used and what he has on hand in the line of paper stock.

Detailed information as to the cost of each lot of work put out is afforded by a cost-accounting system, as well as the cost of operating each department. This information makes possible a comparison of costs, so that the owner may tell what kind of product is profitable and what kind is losing money for him. By inspecting this information he is also able to tell where there is a leakage, if there is any, and is able to stop that leakage before it has caused the firm to lose much money.

Printing as a Business.—Every printing establishment has someone in charge whose job it is to see that the concern makes enough money to keep running and pay its debts as well as declaring a reasonable profit to the owners. Any way it is considered, we must come to the conclusion at last that printing is done for a profit; that this is a business, the object of which is to make money at the same time that satisfactory work is done.

We must assume at the start that the business is managed by a man with brains, and enough interest in his business to want to make it a success. No amount of equipment or capital will make a printing establishment a success unless it has the right managerial material in charge of it.

If we assume that the manager has the necessary brain

power to handle the sized concern that he wants to handle, we must also consider that he can succeed only when he has these three things: (1) A knowledge of his costs; (2) the ability and knowledge necessary to make estimates, and (3) the ability to sell his product. It is the first of these that is most important in making money in the printing business, for upon the knowledge of costs depends the estimates. Only when the product has been manufactured at the lowest cost possible can a profit be made in selling it.

Qualifications of the Average Printer-Publisher-Journalist.—A first-class printer is a rare find; professional journalists of high caliber are also not plentiful. There is nothing so rare, however, as the combination of the good printer-journalist and the excellent business man, which is what a country editor-owner of a combination newspaper and job shop ought to be. Some men have great ability in organizing a working force, in getting out a splendid newspaper, but if they are placed in charge of the finances of a country printing plant they are complete failures.

It is as bad to overestimate a job of printing as it is to underestimate it, and either one is an unpardonable sin. If the estimate is too high the work will go to some competitor, and if the estimate is too low the firm will lose money on it. Some system must be had which will make it possible for the estimator to know exactly what his costs are, if he wants to hold his customers and get new ones.

It is safe to say, and all records will support the statement, that most country printer-editors err in the respect of underestimating a job. There are various reasons for this but most of them are tied up with the method of guesswork that is used. One may think that if he adds 50 per cent to the cost of the stock, presswork, etc., actually necessary for a job, he is sure to make money. All reliable figures available from printers' organizations show that if less than 100 per cent is added to the actual cost of the labor and materials used directly in a job, the firm is losing money. The estimator forgets his overhead expense and all the incidentals that must be figured in on the cost of a job if the exact cost is to be known.

The Fallacies of Guesswork.—One of the main arguments advanced by men who refuse to install a cost-accounting sys-

tem is that they can estimate to a dot the exact cost of a job and that a system is not needed. Nothing is farther from the truth. Let us take an actual example of one of these personal estimators at work and see how he does it.

The writer asked a country editor who was in charge of a newspaper and job shop plant to show how he figured his costs. The job taken as an example was 1000 envelopes, regular 6¼ size. First, the cost of the stock was figured. Since the envelopes cost the shop $1.25 a thousand at the supply house, the editor added the cost of getting them to the shop, which was, he estimated, about fifteen cents for two boxes of envelopes. Then he added 10 per cent to this cost to cover handling charges, drayage, etc. That made the total cost of the stock about $1.55.

The cost of setting, proofing, and making up the job was then estimated. Here is how it was done: "Now, *you* know and *I* know," said the editor, "just about how long it ought to take a printer like the man we have back there to set this job, proof it, make it up and lock it up ready for the press. I figure my compositor's time at two dollars an hour because I pay him one dollar an hour and the other dollar will cover my expense and my profit. He could easily do this little job in fifteen minutes, so we will add fifty cents for composition expense."

That made the total cost of the job, so far, $2.05. The next thing that had to be estimated was the cost of running that job on the press. "It costs me," said the editor, "fifty cents an hour for my press feeder so I charge one dollar an hour for every hour he runs the press. Then the cost of running the press is about one dollar an hour and it will run more than a thousand an hour. That makes two dollars for press work. The job is then complete, and I can sell it for four dollars and five cents because I have figured my profit in at each step. That shows that a cost-accounting system wouldn't help me any."

If one considers for a moment how much of the above "estimating" was mere guesswork he will wonder how the editor managed as well as he did. Every time he was forced to say "about" or "I figure" he was admitting that he did not know for certain what it was costing him, and that he had to guess

at it. If he had had a cost-accounting system he would have known exactly what his costs were.

Some men become very good guessers with years of experience, so it is necessary to examine a little more closely the fallacies of guesswork. These fallacies are many and varied.

First, is the fallacy of estimating that a workman can and will do work as fast as the one who estimates. Generally the one who does the estimating is a faster workman than any other in the shop. The tendency in guessing is always to judge what the workman can do by what the estimator can do, and this is never true. It was a common notion in print shops some years ago that a hand compositor set 1000 ems an hour and no compositor would admit that he set less. Theodore DeVinne, one of the greatest printers of all time, actually found that the best compositors he could hire for his New York shop set on the average only a little more than half of this "standard" amount. And so it goes, in shops today as it did then. Even the foreman of the shop will overestimate the speed with which the job will go through the shop because he is himself the best workman in the shop. The mistake which was made by the editor cited above, of estimating what it cost to set the job by considering that he could set it himself in that time, is a common error.

Secondly, the fallacy of his guesswork was patent in not remembering all the items that entered into his expense in connection with paper stock, presswork, etc. Ten per cent, as we afterward found by looking at his last bill for drayage, was not any too much to cover the actual expense of getting the stock to the shop and of placing it in the shelves, if the worker's time was figured in. Then there was nothing left to pay for handling the stock. Neither was there any estimate to take care of spoilage, which is inevitable in printing establishments. In every job there are numerous chances to make a mistake and any one of these mistakes is enough to cause the customer to refuse the job. Perhaps the editor was lucky and had most of his jobs accepted, but certainly he could not run a plant forever and not print some jobs that would be refused. He had not figured on distributing this expense over all the jobs and did not know what would pay for it. The best estimators allow 2 per cent on the stock for each job to cover spoilage,

and they have found from their records that this is not too much.

It will be noticed that in the guesses on what it would cost to run the press for an hour there was no consideration given to those expenses which are constant; heat, lights, power, rent, accessories, and such things that pressmen have to work with were not figured in. The estimator thought that by allowing 50 per cent he would be sure to pay for them all. His overhead or constant expenses were much more than he figured, and if he had considered them he would have found that he couldn't run his press for twice as much as he asked and that in reality he was losing money. The cost of ink for that particular job was only a few cents, but the total expenses for ink through the month amounted to real money and this cost was not figured in with the total. There was no time allowed for delay in getting out the job and yet there are few jobs that go through the office without having to wait for something. The editor has no way of telling whether all of the time put on the job was chargeable to the customer or not.

Thirdly, guesswork is fallacious because the estimates are always made with the idea in mind that the shop is running 100 per cent efficiently and continuously. There is no argument about the fact that the press used for the above job did not run continuously but was standing idle much of the time. The overhead expenses go on just the same whether the press is used or not, so that a certain per cent of press expenses must be paid when the press is idle. This expense must be charged proportionately to every job if the press is to pay a profit. Only with a cost-accounting system can this be done, because the amount of time that the press stands idle must be known as well as the proportion of the overhead that the press must pay according to the investment involved.

Many other items such as the salaries of the editor and his office help, interest on investment, percentage of depreciation expense on machinery, etc., are not figured in when an estimate is made by guess. There is little to recommend such a method of estimating cost when an absolute knowledge of costs can be made available.

Questions the Cost-Accounting System Will Answer.—If a man is going to run a printing business for profit, he should

be able to answer all of the following questions about his business in a manner satisfactory to himself. If he doesn't know the answer to any one of these questions but must guess at it, his system of keeping account of costs is no system at all. He is sure to lose money unless he is lucky enough to overcharge enough on half his jobs to make up for what he actually loses on the rest.

If you are running a printing business, you should know:

How much the stock for one job costs you delivered.

How much it costs you to handle that stock and cut it.

How much you are making as interest on your investment.

What you actually get out of the business as salary.

How much it costs to run a press per hour.

What percentage of the gross overhead the composition department should pay. What every other department should pay.

When you are going to need new machinery.

How you will pay for this when needed.

How much it costs for composition on any job.

What workmen are making you money.

What kind of printing your shop is best equipped to handle and which kind of job will be most profitable.

How much time was spent in each department during the last month for which you could make no charge direct to customers.

How you will pay for this nonchargeable time.

What your labor cost per hour is.

What kind of composition costs you most.

How much work was spoiled in the plant during the month and how it will be paid for.

What account you will charge insurance and taxes to.

What your office expense was during the month and how it will be paid.

What the total cost of each department was.

What expenses are directly chargeable to each department.

What your net profit or loss was on the newspaper.

What you should charge for a job similar to one which your shop has done before.

All of these items are practical considerations for the man who would run a printing business for profit, and the informa-

tion needed can be secured through the use of a cost-accounting system which is adapted to the plant being used.

Choosing a Cost-Accounting System.—If it is true, as is commonly stated, that every man has a method of keeping books all his own, it is only less partially true that every newspaper plant has a cost system of its own. No two plants have exactly the same organization and a system which works well in one may be a total loss in another. Whatever the system adopted, the necessary changes must be made to make the system function most efficiently in that particular office.

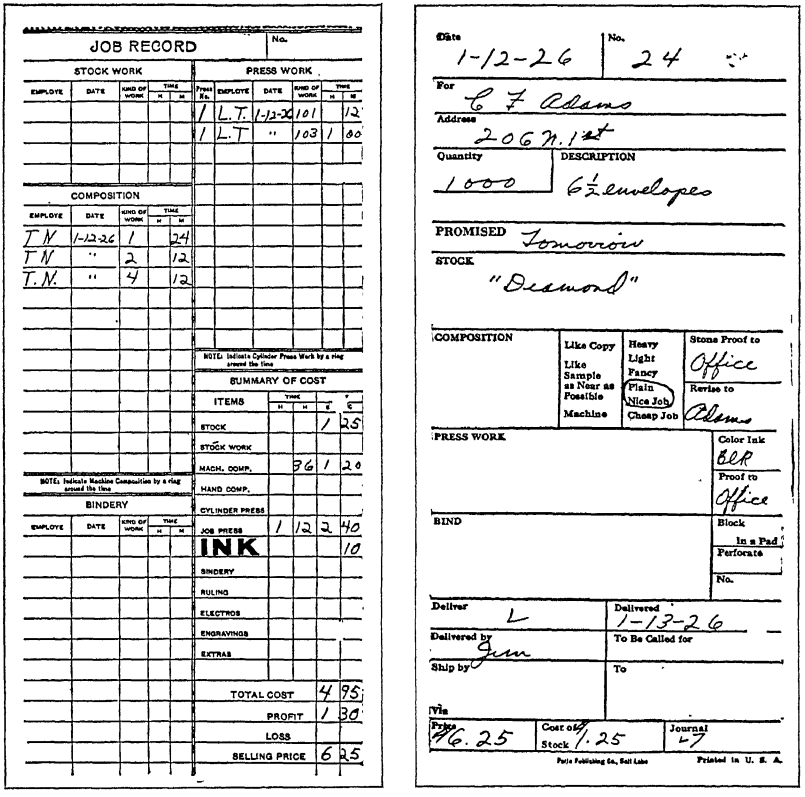
One of the chief arguments against the use of one well-known system was that it was too complicated for a country office and required too much attention if it was to function properly. While there is no cost accounting system available that will take care of itself and work automatically there are some which can be used with a minimum amount of bookkeeping. These are more practicable for small country offices where a newspaper and job printing are handled together.

The common method in use in country shops is one which will take care of the newspaper as one job, keeping the time and expense necessary to print the paper separate from the other jobs. Any system used in a country shop must also allow for the fact that workmen do not spend all their time in any one department, but do some work in each of them. This must be taken into consideration in figuring the hour cost for each department and in checking up on what each workman is doing.

The number of forms used will depend upon the work that is done, on the number of workmen, on the kind of work done, and the general organization of the plant. The best system for a small shop will have as much information as possible on the same form so that no complications can arise in finding any certain set of facts or figures. It is necessary, however, to caution against the use of a system which is so simple that half of the necessary information is omitted. Such faults are common among systems which, like Topsy, "just grew" in the office without any thought as to the best organization.

The cost accounting system which is discussed here is one which was designed by country newspaper men for use in small shops having all the peculiarities of the average country

shop. The *Porte* System has been tried by men in the business, and is in use today in many country newspaper and job printing plants. The forms are few in number and contain as complete information as is necessary to get an accurate knowledge of all costs. Some of the forms are combined to make



JOB RECORD — No.

STOCK WORK

EMPLOYE	DATE	KIND OF WORK	TIME H	TIME M

PRESS WORK

Press No.	EMPLOYE	DATE	KIND OF WORK	TIME H	TIME M
1	L.T.	1-12-26	101		12
1	L.T	"	103	1	00

COMPOSITION

EMPLOYE	DATE	KIND OF WORK	TIME H	TIME M
T.N.	1-12-26	1		24
T.N.	"	2		12
T.N.	"	4		12

NOTE: Indicate Cylinder Press Work by a ring around the time

BINDERY

EMPLOYE	DATE	KIND OF WORK	TIME H	TIME M

NOTE: Indicate Machine Composition by a ring around the time

SUMMARY OF COST

ITEMS	TIME H	TIME M	$	¢
STOCK			1	25
STOCK WORK				
MACH. COMP.		36	1	20
HAND COMP.				
CYLINDER PRESS				
JOB PRESS	1	12	2	40
INK				10
BINDERY				
RULING				
ELECTROS				
ENGRAVINGS				
EXTRAS				
TOTAL COST			4	95
PROFIT			1	30
LOSS				
SELLING PRICE			6	25

Date 1-12-26 — No. 24

For C F Adams

Address 206 N. 1st

Quantity 1000 — DESCRIPTION 6¼ envelopes

PROMISED Tomorrow

STOCK "Diamond"

COMPOSITION — Like Copy; Like Sample as Near as Possible; Machine — Heavy; Light; Fancy; Plain; Nice Job; Cheap Job

Stone Proof to Office

Revise to Adams

PRESS WORK

Color Ink BLK

Proof to Office

BIND

Block — In a Pad

Perforate

No.

Deliver L — Delivered 1-13-26

Delivered by Jim — To Be Called for

Ship by — To

Via

Price 6.25 — Cost of Stock 1.25 — Journal L7

Porte Publishing Co., Salt Lake — Printed in U. S. A.

Front and back of the Job Record Sheet which is attached to the Job Ticket Envelope.

the transferring of information from one to the other as simple as possible. This system can be used in shops where it is necessary for the editor or owner to keep the books himself, or in one where a regular bookkeeper is available. Needless to state, it is always advisable to have one person who takes care of the books and does nothing else. The system can be

NOTE:—Ticket must be made out in full, giving every information necessary for completion of job. Use a carbon paper and detach and file record. Number every Job.

Date	No.
1-12-26	24

For C. F. Adams

Address 206 N. 1st

Quantity	DESCRIPTION
1000	6½ envelopes

PROMISED Tomorrow

STOCK "Diamond"

COMPOSITION			Stone Proof to
	Like Copy	Heavy	Office
	Like Sample as Near as Possible	Light	
		Fancy	
		Plain	Revise to
		Nice Job	Adams
	Machine	Cheap Job	

PRESS WORK	Color Ink
	BLK.
	Proof to
	Office

BIND	Block
	in a Pad
	Perforate
	No.

Deliver ✓	Delivered 1-13-26
Delivered by Jean	To Be Called for
Ship by	To
Via	

Price $6.25	Cost of Stock $1.25	Journal ✓7

Parts Publishing Co., Salt Lake

The Job Ticket Envelope which is filled out with the Job Record Sheet when the job comes in. This envelope holds the copy as it is transferred from one department to another.

used in shops employing from three workmen to shops employing as many as the average country shop will ever have. When this system cannot be used it is safe to say that it is time for the newspaper to be housed and managed entirely separately from the job printing plant; the shop is no longer a country shop as far as organization is concerned.

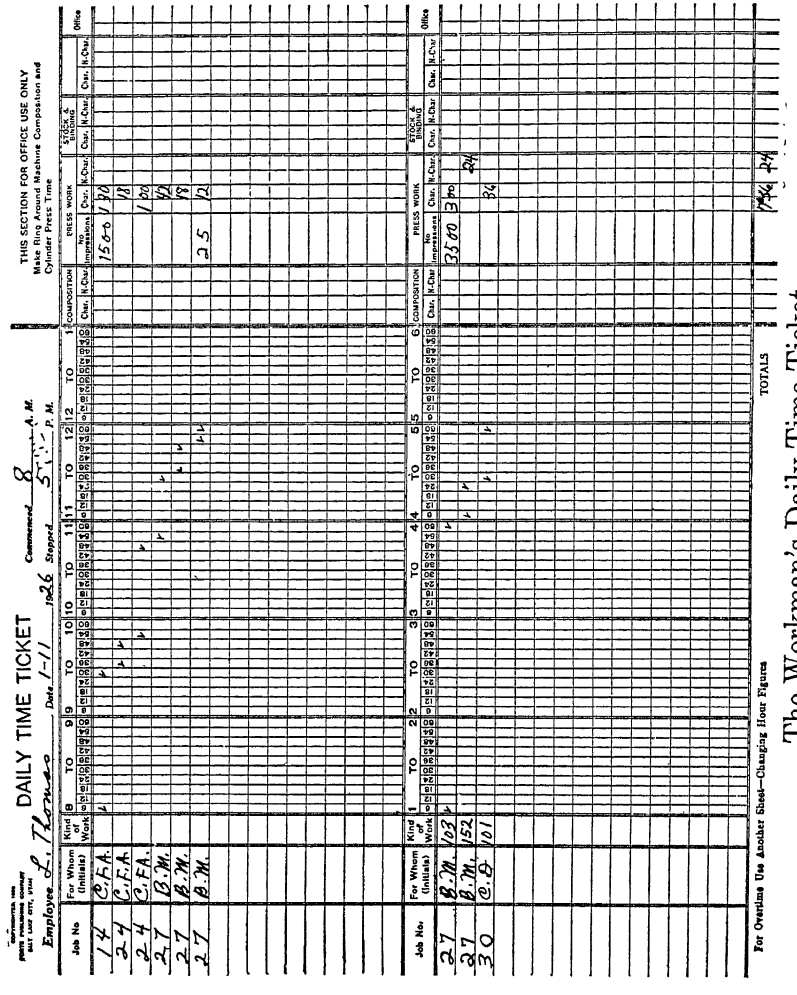
Forms Necessary in Porte Cost-Accounting System.—There are five forms necessary in the cost accounting system: the job ticket, job sheet record, the workmen's daily time ticket, the monthly record of chargeable and nonchargeable hours, and the statement of cost and profit and loss combined. To become acquainted with these forms and to understand their use, we will consider each one separately with the information that will be placed on it and its uses.

The Job Ticket and Job Sheet Record.—These two forms are attached to each other, but each has a distinct use and goes through the shop separately. When an order for a job is received the one taking the order makes out both the job ticket and the job sheet at one operation by using a carbon sheet between them. The same information is recorded on each of them and includes the date, the number of the job, the name of the party for whom the job is to be printed, the address, the quantity desired and the description of the job, the date promised the customer, full directions as to the kind of stock to be used, directions as to composition, proof, revise, the press work, the kind of ink to be used, place to send the press proof, directions for binding, directions for delivery and the date that delivery was made with the name of the person delivering the job, the shipping instructions, if any, the price, the cost of stock, and the journal entry number.

The job record sheet is then detached from the job ticket and is placed in a ring binder while the job is going through the shop. On the back of the job record sheet will be found a place for a record of every bit of work that is done on the job. As the man gets the stock ready he notes under "Stock Work" his initials, the date, the kind of work, and the time he spends on it. The composition costs are put down under "Composition" by the man who sets up the job, proofs, corrects, and makes it up. The man who prints the job or does the press work on the job makes a similar record of his work.

Some managers prefer to make all entries on this blank themselves from the workmen's time tickets.

Now when the owner of the establishment wants to know just how much time was necessary to get a job out he has



DAILY TIME TICKET

Employee L. Thomas Date 1-11 1926 Commenced 8 A.M. Stopped 5:15 P.M.

THIS SECTION FOR OFFICE USE ONLY
Make Ring Around Machine Composition and Cylinder Press Time

Job No.	For Whom (Initials)	Kind of Work	8 TO 9	9 TO 10	10 TO 11	11 TO 12	12 TO 1	COMPOSITION Char.	COMPOSITION N.Char.	PRESS WORK No. Impressions	PRESS WORK Char.	PRESS WORK N.Char.	STOCK & BINDING Char.	STOCK & BINDING N.Char.	Office Char.	Office N.Char.
14	C.F.A.									1500	1	30				
24	C.F.A.										1	00				
24	C.F.A.										1	00				
27	B.M.											42				
27	B.M.											48				
27	B.M.											12				

Job No.	For Whom (Initials)	Kind of Work	1 TO 2	2 TO 3	3 TO 4	4 TO 5	5 TO 6	COMPOSITION Char.	COMPOSITION N.Char.	PRESS WORK No. Impressions	PRESS WORK Char.	PRESS WORK N.Char.	STOCK & BINDING Char.	STOCK & BINDING N.Char.	Office Char.	Office N.Char.
27	B.M.	102								3300	3	00				
27	B.M.	152										24				
30	C.B.	101										36				

For Overtime Use Another Sheet—Changing Hour Figures TOTALS 7 24

The Workman's Daily Time Ticket.

absolutely correct statements and figures on the matter. There is no more guesswork. He takes the figures given by the men who worked on the job and summarizes them in the lower right-hand corner of the back of the job record sheet. He jots

The following information on numbers for chargeable and non-chargeable time is printed on the back of the Workman's Daily Time Ticket:

COMPOSITION—
1. Hand Composition.
2. Hand Alterations.
21. Advertising.
3. Make-up.
4. Lock-up.
5. Machine Composition.
6. Machine Alterations.
31. Mach. Comp. Advertising. (Non-chargeable)
51. Pulling Proofs.
52. Reading Proof.
53. Hand Set Corrections.
54. Machine Corrections.
55. Distribution.
56. Cleaning Machine.

PRESS WORK—
101. Make Ready.
102. Holding Press for Proof.
103. Running. (Non-chargeable)
151. Changes (Press Corrections)
152. Washing-up.

STOCK ROOM—
201. Cutting Stock.
202. Handling Stock. (Non-chargeable)
251. Unpacking and Shelving Stock.
252. Changing or Edging Knife.

BINDERY WORK—
301. Tabbing.
302. Trimming.
303. Folding and Inserting.
304. Gathering.
305. Perforating and Punching.
306. Stitching or Stapling.
307. Binding.
308. Numbering.
309. Counting.
310. Mailing. (Non-chargeable)
351. Clean-up.

OFFICE WORK—(Non-chargeable)
451. Bookkeeping.
452. Soliciting.
453. Collecting.
454. Delivering.
455. General Office Work.
456. Janitor Work.

NOTE. All work numbers containing any 50's are non-chargeable.

down the items entering into the cost of the job such as stock-work, composition, presswork of different kinds, the ink, bindery, ruling, electros, engraving, and anything else which happened to be a cost of that particular job. He puts down the number of hours and minutes it took the job to get through each department and the cost of each operation. The total cost of the job is found by adding up the departmental costs. It will be noticed that no non-chargeable time is entered on the job record sheet because it is not a cost of any one job. Non-chargeable time is entered from the workman's time ticket to form No. 4. Now if the owner has given the customer an estimate lower than the ticket would show to be the cost of the job, he must put down the difference in the "loss" column. If his estimate has been higher he may charge what he said he

would for the job or he may add his profit to the cost and derive the selling price.

The value of this form is easily appreciated when the information it contains is inspected. This form is a complete record of each job. It affords the only accurate basis upon which the manager can base his figures. It tells him immediately whether he made or lost *money on that particular job,* which is what he wants to know first.

These records are kept and the figures on cost, profit or loss, and selling price are recorded in a job register, which is a ledger for job work.

On the back of the Workman's Daily Time Ticket will be found the various kinds of chargeable and non-chargeable work with a number for each kind of work in each department.

Workman's Daily Time Ticket.—Each workman keeps track of the time he spends in the office from the time he commences until he stops and this record is placed upon the daily time ticket. There is a place on this time ticket for the name of the workman, the date, time of beginning and time of stopping. The first column is for the job number to tell the office force what job the workman was working on. The next column is for the initials of the person for whom the job is intended so that a check-up is possible. The third column is for the number which has been arbitrarily adopted as meaning a certain kind of work. These numbers will be further discussed later.

Every hour of the working day is divided into units of six minutes each or in other words, into tenths of an hour. The reason this is done is that a workman cannot measure his time much closer and that nothing is gained by using smaller units.

When the workman begins in the morning he starts on some certain job the number of which he puts down as well as the number for the kind of work he is doing. Let us suppose that he starts at eight o'clock and works until thirty minutes after nine. He would put a check in the first column under "8 to 9" and under the small figure "6," and one under "9 to 10" and the small figure "30" when he finished. If he changed his job now or changed the kind of work he was doing he would indicate that fact in the first three columns and start time on the new work exactly as he did before. He would do the same

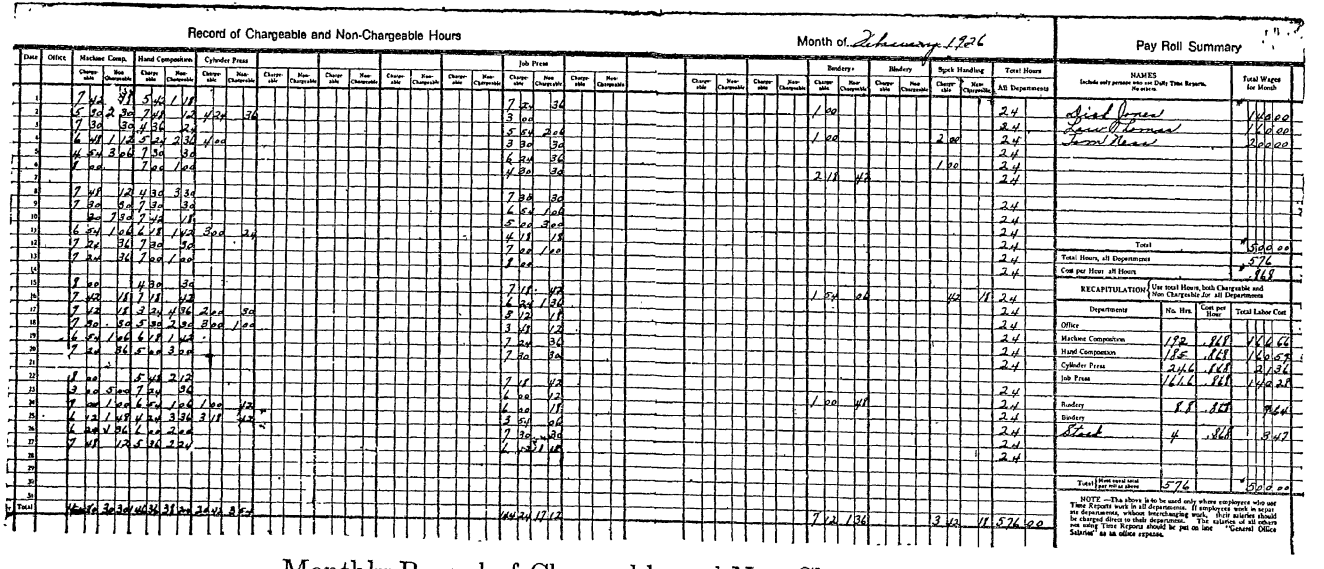
thing in the afternoon except that his figures would be on the lower half of the page under the hours from one to six.

The number that the workman puts in the third column depends upon the kind of work that he is doing. If he forgets the number he turns the daily time ticket over and on the back of it he finds the numbers for each type of work. The work is divided into departments—composition, press work, stock room, bindery, and office work. Now, if the workman is doing hand composition he sees that it is number 1, so he inserts No. 1 in column three under "Kind of Work."

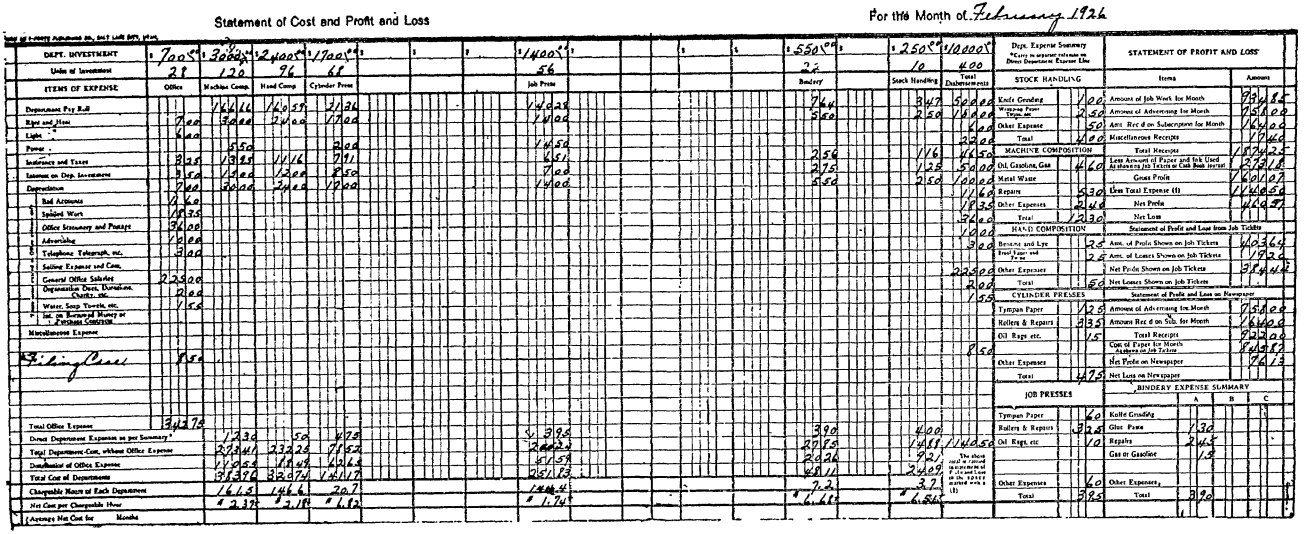
It will be noticed that the kinds of work are divided into two groups, chargeable, and non-chargeable, because it is necessary to do some work in the shop which is not directly helping the customer's job and which is an office expense. The customer cannot, for this reason, be charged with all the time that is put on a job but only that which is not an office expense. For instance, proofing a job is necessary because the workmen make mistakes when they set up the type. The customer is not to blame for this and so the time is not chargeable to this particular job.

Look again at the front of the daily time ticket. You will see at the extreme right a division which says, "This Section for Office Use Only." This is the place where the bookkeeper makes a summary of the work that the workman has done during the day. The number of chargeable hours and minutes in each of the departments is added up and recorded as well as the hours and minutes of non-chargeable time. Any work that was done for the office is non-chargeable and is entered in the last two columns. These tickets are put together at the end of the day so that the bookkeeper can get the general totals of all chargeable and non-chargeable time to enter it on the monthly summary.

Monthly Record of Chargeable and Non-chargeable Hours.—This form has sufficient columns to permit the entering of the total time for each of the days of the month. The first column is for the date, the second for the office, and the other columns for the chargeable and non-chargeable time in each department such as machine composition, hand composition, cylinder press, job press, bindery and stock handling. The number of hours of work in each of these departments is re-



Monthly Record of Chargeable and Non-Chargeable Hours.



Statement of Cost and Profit and Loss

For the Month of February 1926

DEPT. INVESTMENT	$ 700.00	$ 3000.00	$ 2400.00	$ 1700.00			$ 1400.00			$ 550.00		$ 250.00	$ 10000.00
Units of Investment	28	120	96	68			56			22		10	400
ITEMS OF EXPENSE	Office	Machine Comp.	Hand Comp.	Cylinder Press			Job Press			Bindery		Stock Handling	Total Disbursements
Department Pay Roll		1644.16	1605.57	2113.26			1402.29			74.44		3.47	5000.00
Rent and Heat	700.00	300.00	240.00	170.00			140.00			56.00		2.50	1800.00
Light	400.00												400.00
Power		850.00		200.00			145.80						2200.00
Insurance and Taxes	305.00	1095.00	111.16	191.00			451.00			256.00		1.16	4150.00
Interest on Dep. Investment	350.00	1200.00	1200.00	850.00			700.00			275.00		1.25	5000.00
Depreciation	700.00	500.00	240.00	170.00			1400.00			550.00		2.50	10000.00
Bad Accounts	100.00											.60	100.00
Spoiled Work	185.00											.85	1800.00
Office Stationery and Postage	360.00											3.00	3600.00
Advertising	100.00											1.00	1000.00
Telephone Telegraph, etc.	300.00											3.00	3000.00
Selling Expense and Com.													
General Office Salaries	2250.00											22.50	22500.00
Organization Dues, Donations, Charity, etc.	200.00											2.00	2000.00
Water, Soap Towels, etc.	155.00											1.55	1550.00
Int. on Borrowed Money or Purchase Contracts													
Miscellaneous Expense													
Filing Cases	850.00											8.50	8500.00
Total Office Expense	3427.00	1233.00	50.00	479.00			5398.00			390.00		4.00	
Direct Department Expenses as per Summary		2741.00	2322.00	1752.00			2024.00			2785.00		14.89	14050.00
Total Department Cost, without Office Expense		3974.00	2372.00	2231.00			7422.00			3175.00		18.89	14050.00
Distribution of Office Expense		1712.00	1018.00	1206.00			3169.00			2026.00		7.21	
Total Cost of Departments		5686.00	3390.00	3437.00			10591.00			5201.00		26.10	
Chargeable Hours at Each Department		1618	1466	207			1844.4			772		3.71	
Net Cost per Chargeable Hour		$ 2.37	$ 2.31	$ 1.82			$ 1.74			$ 6.61		$ 6.86	

The above cost is found by dividing the Total Cost in the space above it. (1)

Dept. Expense Summary
*Carry to separate column on Direct Department Expense Line

STOCK HANDLING

Knife Grinding	1.00	
Wrapping Paper Twine, etc.	2.50	
Other Expense	.50	
Total	4.00	

MACHINE COMPOSITION

Oil, Gasoline, Gas	4.60	
Metal Waste		
Repairs	5.30	
Other Expenses	2.40	
Total	12.30	

HAND COMPOSITION

Benzine and Lye	.25	
Hand Paper and Twine	.25	
Other Expenses		
Total	.50	

CYLINDER PRESSES

Tympan Paper	1.25	
Rollers & Repairs	3.35	
Oil Rags, etc.	.15	
		8.50
Other Expenses		
Total	4.75	

JOB PRESSES

Tympan Paper	.60	
Rollers & Repairs	3.25	
Oil Rags, etc	.10	
		14.05
Other Expenses	.60	
Total	3.95	

STATEMENT OF PROFIT AND LOSS

Items	Amount
Amount of Job Work for Month	9968.85
Amount of Advertising for Month	1500.00
Amt. Rec'd on Subscription for Month	1400.00
Miscellaneous Receipts	17.60
Total Receipts	18486.25
Less Amount of Paper and Ink Used as shown by Items at Cost Book Inv'ntry	3731.18
Gross Profit	14755.07
Less Total Expense (1)	14050.00
Net Profit	705.07
Net Loss	

Statement of Profit and Loss from Job Tickets

Amt. of Profit Shown on Job Tickets	4036.49
Amt. of Losses Shown on Job Tickets	1752.00
Net Profit Shown on Job Tickets	2284.49
Net Losses Shown on Job Tickets	

Statement of Profit and Loss on Newspaper

Amount of Advertising for Month	1500.00
Amount Rec'd on Sub. for Month	1400.00
Total Receipts	2900.00
Cost of Paper for Month Ashton on Job Tickets	1408.82
Net Profit on Newspaper	741.18
Net Loss on Newspaper	

BINDERY EXPENSE SUMMARY

	A	B	C
Knife Grinding			
Glue Pans	1.30		
Repairs	2.45		
Gas or Gasoline	1.8		
Other Expenses			
Total	3.90		

Combined Statement of Cost, and Profit and Loss.

corded in its proper column and the total of all departments is placed in the last column for "Total Hours."

This blank tells the owner every day what has been done by all the workmen in the shop, both on work that is chargeable and on that which cannot be charged to the customer. At the end of the month the totals are added for the grand monthly total, and the owner knows immediately how much time of each kind has been put in during the month. If he is alarmed by the amount of non-chargeable time he can immediately begin checking up the leak.

Attached to the monthly summary is the *Pay Roll Summary* with places for the names of ten workmen who use the daily time ticket. The wages paid to each one during the month are entered here and the total found. Since the number of hours has been found on the monthly summary, the owner can immediately tell how much his hour costs are for all hours, whether his men are working or not.

The recapitulation which follows will afford information for a comparison and will show what each department is costing. The number of hours for office work, machine composition, hand composition, cylinder press, job press, and bindery is entered from the totals of those columns found in the monthly summary. The total labor cost can then be found as well as the labor cost per hour. This figure will include every salary except those of the office help and editor, who do not keep daily time tickets.

Monthly Statement of Cost and Profit and Loss.—This form is the final record for the month and tells the owner whether or not his plant is making money, what part of it is most and what part least successful, what he has made or lost on job work, and the same for the newspaper.

Before this form can be used it is necessary to take an inventory of the plant, but since this is necessary for any system of general accounting that may be used, the valuation of the different parts of the shop will probably be available from the general accounting books. The reason that the valuation of each department must be known is that each department will be responsible for its share, and only its share, of the general expenses or "overhead."

At the top of this form will be found a place to record the

amount of money invested in each department and a column for the total amount invested in the whole establishment. The next row below the top one is for the number of units that each department has of the total investment. Let us suppose, for instance, that the total investment is $10,000 and that the machine composition department has an investment of $3,000. Any amount of money can be taken as a unit, but $25.00 is a convenient unit for this investment. The total number of units would then be 400 and the number of units in the machine composition department would be $3,000 divided by $25, or 120. The number of units of the investment for all other departments is found in the same manner and entered in the proper column.

In the left hand column are found all the items of expense. The first one is "Department Pay Roll." The salaries paid to all workers will be entered in the columns under the department heads. The total labor cost for each department, which is what will be here entered, can be transcribed from the "Recapitulation" totals of the "Department Pay Roll Summary." The expenses for rent, heat, insurance, taxes, interest on investment, and depreciation, will be charged to each of the departments according to the number of units of investment each has. For instance, we found that machine composition had 120 units of the total investment. This department would, therefore, pay 120/400ths of each of the expenses given above. Other departments would pay in proportion. The $6.00 for lights was entered as an office expense and apportioned later. Power, in this case, was kept separate and charged to each of the departments of Machine Composition, Cylinder Press, and Job Press, according to the amount each department used.

There follows a list of items which can be charged to "office" only because they are expenses necessary for the general operation of the business. They are: bad accounts, spoiled work, office stationery and postage, advertising, telephone and telegraph, etc., selling expense and commission, general office salaries, organization dues, donations, charities, water, soap, towels, etc., interest on borrowed money or purchase contracts. All of the expenses incurred under these headings will be put in the "office" column. Any miscellaneous expenses charge-

able to any department will be put down opposite the "Miscellaneous" heading.

The total office expense can be found by adding all items of office expense and the total should be recorded at the bottom.

It is now necessary to look at the narrow column at the right of the form, which is headed "Dep't. Expense Summary." The expenses entered here are those directly chargeable only to those departments, none of the material being used by other departments. The total of the direct expenses for Stock Handling, for instance, such as knife grinding, wrapping paper, twine, etc., will be found and placed opposite the "Direct Department Expenses as Per Summary" heading under the column devoted to "Bindery." The direct expenses of other departments will be handled in the same way.

The next line provides for "Total Department Cost Without Office Expense," which can be found by adding up the expenses under each department heading. Next, the office expenses must be proportioned out to each department, depending again on the investment units in each department. Since the "office" department has no direct revenue, it can pay nothing and its 28 units must be deducted from the 400, leaving a total of 372 units to divide the office expense among. Since the machine composition department had 120 units of the investment it must pay 120/372nds of the "office" expense.

The "Total Cost of Departments" can then be found by adding the office expense portions to the departmental cost before obtained. The chargeable hours for each department can be obtained from the Monthly Summary of Chargeable and Non-chargeable hours and the cost per chargeable hour may be calculated by dividing the total cost by the number of chargeable hours. This completes the entering of information for the determination of departmental costs.

It is now necessary to make out the final statement or the "Statement of Profit and Loss." This will be found on the extreme right of the form. The first "Item" is "Amount of Job Work for Month" which can be readily obtained from the job register. "Amount Received on Subscriptions for Month" can best be secured from the subscription register. Any of these items might also be secured from the "Cash-Book Journal," which is a book of original entry containing a record of all

money received. The total receipts can then be found by adding. From the total receipts must be subtracted the total cost of paper and ink used which may be learned from the job tickets or from the Cash-Book Journal. *This subtraction leaves the gross profit for the entire business.* We must subtract from this gross profit the total amount of expense as shown by our totals at the bottom of the "Total Disbursements" column right next to the "Dep't. Expense Summary." The *net profit* or *net loss* is then learned by subtracting *all expenses* from *gross profits.*

The records which follow are for the purpose of helping the owner tell whether he is making or losing money on job work or on the newspaper. First we come to "Statement of Profit and Loss from Job Tickets" under which we find "Amount of Profit Shown on Job Tickets." This information is taken directly from the last line of the job tickets. The "Am't. of Losses Shown on Job Tickets" is found in the same way. By subtracting the two we immediately see what the net profit or net loss on job work has been during the month.

Practically the same thing is done for the newspaper as for job work and the owner knows immediately whether his paper has made or lost money for him during the month.

We have examined every blank in the cost-accounting system now and have determined the purposes of each of them. A job which enters the office is recorded on each of these blanks in some one or more of the columns. The entries go in to make up the general totals at the end of the month from which we make the profit-and-loss statement and determine whether or not the business is financially successful.

The amount of work that will be necessary to keep these forms up-to-date will vary with different offices. The amount of good that results from the use of the system, or some similar system, is great enough to demand that the book work be done in an efficient manner. If the editor is not able to do this work himself he will save money by hiring a person to do nothing else. A knowledge of costs is the first essential in running a printing business for profit.

CHAPTER XVI

Accounting and Records

The time when a country newspaper office could efficiently be operated by keeping all accounts in one book passed with the country editor who was always poverty stricken. Today, with from $5,000 to $50,000 invested in a publishing business the country editor must have an accounting system as good as the city publisher; in one sense, he must have a better one because he has more departments to take care of even though they are not as extensively developed.

The choice of books to be used in any office will depend upon the likes and dislikes of the owner of the business and upon the person who does the bookkeeping. It is said that there are as many systems of keeping books as there are business places or that "every man has his own system." This is practically true, but every system must have certain essential books or rather books which perform certain essential services. The books used in the country newspaper and job plant will be those which are sufficient to take care of the various kinds of accounts which the shop has. If any one book would do this and would furnish all adequate information about the general conditions of the business that the owner might require, there is no one who would refuse to use that book.

Broadly speaking, the country shop must have two kinds of books; one in which transactions may be recorded as they occur, and one in which these transactions may be permanently recorded for future reference. These books may be said to be books of original entry and of permanent record. The book, or books, of original entry is necessary to tell what business has been done so that the permanent record may be made. The permanent record is necessary so that any certain kind of business or the account of any certain person or concern may always be kept straight and easily accessible.

The book of original entry that is needed is one which will show all transactions made, what the nature of each one was, the amount of money involved, what was done with it, and the correct permanent records to which the account should be transferred. The permanent records needed are those which will show all of the transactions affecting that particular thing, person, or firm, together with all facts about these transactions in such a way that it will be easy to see what the condition of each account is at the time of closing the accounting period, which is usually at the end of the month.

The book of original entry must serve as a journal or a record of the day's transactions, including all transactions affecting cash or charge accounts. It must, therefore, be a journal, a cashbook, and an expense account. Some systems have three books for these things and such systems are in use in many shops where a competent bookkeeper can be employed. It is possible, however, to combine these functions all into one book which is a cashbook journal with an expense account as one part. Such a book is the "Cashbook-Journal" of the Porte Publishing Company, Salt Lake City, Utah. It was designed especially for country newspaper and job shops and has been proved to be practicable by many years of testing. This is the only book of original entry that is needed with the Porte system.

The books of permanent record that are necessary to accompany the Cashbook-Journal are the General Ledger, in which are kept each customer's account showing his debits and credits, the advertising register, which is a record of the advertising business transacted, the job register, which is a record of all job work done, and the subscription register which is a record of subscriptions.

The Cashbook-Journal will first be considered and the books of permanent record will be considered later. The purpose of this discussion is to acquaint the student with a satisfactory and workable system of bookkeeping for a country newspaper and job shop combined. The student is advised to take a course in general accounting before entering active country journalism work.

PRACTICAL CASHBOOK-JOURNAL

Form CBJ 1—Peets Publishing Company, Salt Lake City, Utah

	DATE		Job or Ad	ACCOUNTS			INCOME															
	192		No	FOR	DESCRIPTION	Folio	Job Work		Advertising		Legals		Stationery		Subscription		CR.					
					Brought Forward																	
1	Nov.	1		Office Furniture	Inventory																	
2				Composing Room	"																	
3				Job Presses	"																	
4				Cylinder Presses	"																	
5				Bindery	"																	
6				Stock Room	"																	
7				Job Stock	"																	
8				Inks	"																	
9				Unused Plate	"																	
10				Accounts Receivable	"		67	25	108	65	111	30	1	40								
11				Cash on Hand	"																	
12				Cash in Bank	"																	
13				Bills Payable	Jefferson Bell																	
14				Joint Note—Citizens Bk.	John Smith																	
15				Jefferson Bell	Partner—Capital																	
16				John Smith	Partner—Capital																	
17	Nov.	1	21	People's Dept. Store	5M Statements		19	50														
18				Oliver Disbrow	Sub'n 2 yrs. (1-old)												4	00	4	00		
19			27	Ladies' Aid Society	250 Dodgers		2	50											2	50		
20		2	28	O. A. Michelson	100 Auction Bills		10	00														
21				" "	Sub'n 3 yrs. (2-old)												6	00				
22		5		Am. Exp. Co. C.O.D.	Ready Prints																	
23		6	23	"Banner"	1350 Copies																	
24				"	3 Cols. Plate																	
25			A-1	People's Dept. Store	Adv. 30 inches				6	00												
					TOTALS		99	25	114	65	111	30	1	40	10	00	6	50				

First Left-hand Page of Cashbook-Journal.

PRACTICAL CASHBOOK-JOURNAL

Form CBJ 1—Peets Publishing Company, Salt Lake City, Utah

	DATE		Job or Ad	ACCOUNTS			INCOME															
	192		No.	FOR	DESCRIPTION	Folio	Job Work		Advertising		Legals		Stationery		Subscription		CR.					
					Brought Forward		99	25	114	65	111	30	1	40	10	00	6	50				
28	Nov.	6	A-21	Westgard & Westgard	Legal 26 lines						2	60										
27			A-1	People's Dept. Store	Readers 18 "				1	80												
28			A-56	R. L. Lamson, Att'y	'Pet.' Rowe-24 "						2	40										
29			A-60	J. R. Folsom	Clasf'd 6 "				60													
30			A-61	Maris & Sons	Pulsna 18 inches				4	50												
31		7		Mrs. P. C. Aldrich	12 Copies Paper										80							
32				Lucy Gilham	4 Sheets Cardboard								20						20			
33				Central Ohio Paper Co.	Inv. Nov. 2 Paper B/L																	
34				John Clark	Freight & Drayage																	
35		8		Jefferson Bell	Salary																	
36				John Smith	"																	
37				Mamie Brown	"																	
38		10		People's Dept. Store	On Acct.														39	45		
39				O. A. Michelson	"														16	00		
40				Farmer's Hdw. Co.	"														32	75		
41				Citizens Bank	Deposit																	
42		13		Farmer's Hdw. Co.	Reb't Adv. a/c Error														2	50		
43				Central Ohio Paper Co.	Inv. Nov. 6																	
44				Newspaper Union	Ready Prints																	
45				American Express Co.	Exp. on R. Prints																	
46		14		John Clark	Freight & Drayage																	
47		24		Central Ohio Paper Co.	Inv. Nov. 6 less disc																	
48				Citizens State Bank	Rent																	
49				Ohio Electric Co.	Power & Light																	
50		25		Farmer's Hdw. Co.	Gas & Oil														1	30		
					TOTALS		99	25	121	55	116	30	1	80	10	80	98	70				

Second Left-hand Page of Cashbook-Journal.

PRACTICAL CASHBOOK-JOURNAL

CASH		BANK		ACCTS PAYABLE		MERCHANDISE		EXPENSE		GENERAL	
Dr.	Cr.	Dr.	Cr.	Dr.	Cr.	Dr.	Cr.	Dr.	Cr.	Dr.	Cr.
58 65	6 84	80 00				191 49	18 39	7 59	37 20	4744 60	5350 00
									2 60		
									1 80		
									2 40		
									60		
									4 50		
	20						15		60		
	8 23					8 23			05		
	1 29					1 29					
	28 00							28 00			
	25 00							25 00			
	12 00							12 00			
39 45											
16 00											
32 75											
	39 50	39 50									
								2 50			
					37 65	37 65					
					5 78	5 78					
			1 10			1 10					
	3 85					3 85					
			36 89	37 65					76		
			20 00					20 00			
			5 40					5 40			
								1 30			
147 05	124 71	119 50	63 39	37 65	43 43	249 39	18 54	101 79	50 51	4744 60	5350 00

First Right-hand Page of Cashbook-Journal.

PRACTICAL CASHBOOK-JOURNAL

CASH		BANK		ACCTS. PAYABLE		MERCHANDISE		EXPENSE		GENERAL	
Dr.	Cr.	Dr.	Cr.	Dr.	Cr.	Dr.	Cr.	Dr.	Cr.	Dr.	Cr.
										251 65	
										1248 32	
										941 84	
										1502 85	
										651 84	
										150 10	
						169 65					
						12 00					
						3 00					
52 15											
		80 00									
											500 00
											2425 00
											2425 00
							8 50		11 00		
4 00									4 00		
2 50							40		2 10		
							1 90		8 10		
									6 00		
	6 84					6 84					
							6 84	6 84			
							75		75		
									6 00		
58 65	6 84	80 00				191 49	18 39	7 59	37 20	4744 60	5350 00

Second Right-hand Page of Cashbook-Journal.

The following paragraphs are taken from the instructions accompanying the Porte bookkeeping system.

INTRODUCTION

In issuing the Practical Cashbook-Journal, special attention has been paid to simplifying the work and retaining the means of getting a complete statement of the finances and the profits or losses at any time.

The Practical Cashbook-Journal is sufficient for recording all the transactions of the printing and publishing business.

The "Income" section is an Accounts Receivable record. The totals of its debit and credit columns contain (in addition to cash income items) all charge items against your customers and all credits made to them.

The accounts following this are the ordinary business accounts and are self-explanatory, excepting the account headed "Expense."

The "Expense" account is the keystone of the arch in this system, and is much more than an *ordinary* expense account. It is really a "Profit and Loss" account and shows at any time the *profit* or *loss* of the business. This and the "Merchandise" account will be more fully explained farther along.

Any form of ledger may be used.

The first portion of these instructions is for the use of those who desire to open an entirely new set of books, using this Practical System. The instructions are numbered from one to six, inclusive.

HOW TO USE THE PRACTICAL CASHBOOK-JOURNAL

1—Equipment—Lines 1 to 6

Prepare an inventory of the equipment of your plant, departmentized as to office, composing room, job presses, cylinder presses, bindery and stock room with the present values or invoice price (whichever is lower) of the various items of equipment for each department.

These items of equipment valuation are to be extended in figures in the *debit* column headed "General" to be posted as a *debit* to the Equipment account in the ledger. (See illustration.)

2—Merchandise—Lines 7 to 9.

Inventory the total value of the paper stock of all kinds, including print papers, strawboard, tabbing glue, bindery material, wrapping paper, and twine and all merchandise used in printing, binding, etc., on a job. Enter this on the *debit* side of the "Merchandise" column.

Inventory all printing inks and enter total in same column with paper stock. Do the same with unused "plate" on hand.

3—Accounts Receivable—Line 10.

These are convertible or liquid assets of the business. List all of the accounts receivable from the old ledger, and, if possible to do so, itemize them either as commercial printing, advertising, legal or stationery.

Subscriptions should be entered in the Subscription Register, and when paid the amount entered in the "Subscription" column under "Income" heading.

The totals of each of these four items of accounts receivable or "Income" are to be entered in the four corresponding columns of the "Income" section.

4—Cash on Hand and in Bank—Lines 11 and 12.

Count all cash on hand and enter the total in the *debit* side of the "Cash" column.

Ascertain the amount of cash in the bank and enter this amount in the *debit* side of the "Bank" column.

All entries in paragraphs 3 and 4 are the liquid or convertible assets of the business.

5—Notes or "Bills Payable"—Lines 13 and 14.

This does not mean, nor has it any reference to "Accounts Payable."

The partners in this business decided to clear up a past-due mortgage on some of their machinery and all indebtedness to the various supply houses, so that they might be able to establish a line of credit when needed, before opening the new set of books. They borrowed $500.00 and gave their joint note for the amount.

This money was used for the benefit of the business and so the entry appears as a *credit* to "Bills Payable" in the *credit* side of the "General" column. The note when paid should be entered as a *credit* to cash—or to bank if paid by check—and the balancing *debit* would be a charge against the "Bills Payable" account. The interest on the note, whenever paid, would be entered as a *credit* to cash, or the bank, and a *debit* to the "Expense" account.

6—Owners' Interest—Lines 15 and 16.

The next two entries represent the owners' interest in the business. This amount must equal the total of the plant inventory, the merchandise inventory, accounts receivable, and cash on hand and in the bank, less the amount of Notes or Bills Payable. ("Good Will" or "Subscription List" should not be used as an asset, except when selling a business.)

This entry is made in the names of the partners and the amount entered in the *credit* side of the "General" column. The amount must show the interest each partner has in the business.

If the business is owned by a stock company, then it will be represented by the Capital Stock account.

If the work has been done correctly up to this point the Cashbook-Journal will balance—that is, the total of the collective *debit* accounts will be the same amount as the total of all the *credit* accounts.

INCOME

In the four *debit* columns of this section all "Income" items of the business, whether cash or charge items, are to be entered.

Enter in the *credit* column all payments and allowances on account.

It is readily seen that the difference between the total *debits* and the total *credits* will, at any time, show the amount owing to the business by customers. In other words, the balance represents the Accounts Receivable.

MERCHANDISE

All items of merchandise are to be entered in the *debit* side of the "Merchandise" column. This means all paper stock of every kind, including straw and marble board, and bindery materials such as binder's cloth, ready binders, etc. (This should not include glue, paste, brushes, etc., as these are "Expense" items.)

Printing ink, and also newspaper plates, are merchandise items. Here also should be entered freight, drayage, and express on all merchandise purchased.

In the *credit* column of this account should be entered all sales of merchandise. Details will be given later.

EXPENSE

This—as it is also a profit or loss account as previously mentioned—is the dominant account in this system. A balance between the *debit* and *credit* columns of this account will show you the PROFIT or LOSS of your business at any time.

In the *debit* columns should be entered all items, except those chargeable to merchandise, and include—the pay roll, office supplies, and all office expenses, postage, light, power, rent, repairs, paste and glue, wrapping paper and twine, and all other expenses incidental to the business.

Enter in the *credit* column all "Income" items, except sales of merchandise, including both cash and charge account items.

It is readily seen that the balance of this column shows the profit or loss of the business. It might be thought that the "Merchandise" account should be taken into consideration in getting at the condition of the business, but the *debit* balance of that account shows the investment in merchandise only, which, while it is an asset, could have nothing to do with the current activities of the business.

The only place in which "Expenses" can be listed in the Cashbook-Journal is in the *debit* side of the "Expense" account, and only the total for the month is shown. It is possible to have several *debit* columns carrying "Expense" items by classification, the same as in the "Income" account. A better way is to have a separate book ruled and printed to cover each day's expenditures and subdivide it into departments and classes of "Expense." Such a book is the "Expense Distribution Record" and it will work perfectly with the Cashbook-Journal.

GENERAL

This account carries all the permanent investments—such as equipment, the owners' interests, notes, and similar obligations payable—replacement or depreciation account, etc., but not "Accounts Payable." All the permanent investments, such as the purchase of new type or new machinery, etc., should be *debited* in the "General" account as equipment investment. Any individual cash of the owner which is invested in the business, either for the purchase of new equipment or for any other purpose, should appear in the *credit* column of this account in the name of the owner.

It is understood, of course, that if you are carrying General Ledger accounts, an account will be opened for each of these items. Further explanation of these accounts will appear as the daily items are entered and explained.

Line 17—This item bears the No. 21 in the "No." column. This is the number of the job of 5,000 statements printed for the People's Department Store. This is in the "Income" item, so the $19.50 is entered in the "Job Work" column under "Income."

This item is charged to the account of the People's Department Store. Therefore, the corresponding *credit* does not appear in the *credit* column of the "Income" account—(but will appear there when paid. *See line 38*)—but is *credited* partly to "Merchandise" and partly to "Expense" account.

The job ticket for this work shows that the cost of the paper and ink (the merchandise used) amounted to $8.50, and manufacturing to $11.00, which also includes the profit on both the merchandise used and the manufacturing. Therefore, $8.50 is *credited* to the "Merchandise" account, and $11.00 to "Expense" account.

Line 18—Oliver Disbrow pays $4.00 for two years' subscription to The Banner. One year of this is for a past due subscription and the entry as made suggests the proper form for this as it

plainly shows that part of this payment was for arrearages. This item, $4.00, is entered in the "Subscription" column of the "Income" account. As it was paid in cash and so becomes an actual part of the income of the business it is also entered in the *credit* column of the "Income" account. The cash account, however, must show all money taken in, so the amount, $4.00, is again entered in the *debit* column of the "Cash" account and the same amount in the *credit* column of the "Expense" account.

Line 19—"Job 27" and the name and item are entered. This job for the Ladies' Aid Society was paid for when ordered, so the price, $2.50, is entered in the "Job Work" column of the "Income" account, and also in the *credit* column of the same account. As this payment was cash the "Cash" account must also be *debited* with the amount, and "Merchandise" is *credited* with 40 cents (the cost of the paper and ink) and the "Expense" account is *credited* with the balance.

Line 20—Lines 20 and 21 are two separate charges for the same individual. Line 20 covers the charge for 100 auction bills at $10.00, which is entered in the "Job Work" column of the "Income" account. This job is charged to Mr. Michelson's account. There will be no credit entered in the *credit* column of the "Income" account until it is paid, but the "Merchandise" account receives *credit* for $1.90, the cost of the paper and the ink on this job, and the "Expense" account receives a *credit* of $1.80, which is the manufacturing value, including any possible profit.

* Line 21—When Mr. Michelson came in for these auction bills The Banner had discovered that he owed them for two years' subscription, so they proceeded to try to collect this subscription account, but as Mr. Michelson had no money with him at this time, and his credit was good he instructed them to charge the $4.00 back subscription and $2.00 for an additional year to his account, and he would pay it when he paid for the auction bills. This $6.00 is therefore entered in the "Subscription" column of the "Income" account. As it was not paid in cash, the entry to balance it is $6.00 in the *credit* column of the "Expense" account.

* Line 22—The Banner ready-prints were coming from the Newspaper Union on a C.O.D. charge, and this transaction is entered by a *credit* to the "Cash" account of $6.84, and as the ready-prints are a part of the "Merchandise" account it is entered in the *debit* column of this account.

* Line 23—This item covers the publication of an issue of The Banner. In all cases the issue of a newspaper should be treated just exactly as if it were an outside job in all entries in the books. For that reason this item bears Job No. 23. In getting out this issue they used the ready-print. The items for this job are entered in the *credit* column of the "Merchandise" account —$6.84—and the same amount is entered in the *debit* column of the "Expense" account.

* Line 24—For this issue of The Banner three columns of plate were used. This was a part of the plate they had on hand when the inventory was taken. As the plate was originally charged to "Merchandise" the cost of these three columns will appear as a CREDIT in the "Merchandise" account for 75 cents and the corresponding DEBIT appears in the *debit* column of the "Expense" account.

* Line 25—This item is for 30 inches of advertising run for the People's Department Store. This being a charge account the amount—$6.00—will appear in the "Advertising" column of the "Income" account, and the corresponding CREDIT is entered in the *credit* column of the "Expense" account. The publishers of The

Banner were using the Practical Advertising System, so that their advertising entries all bear an advertising number. On this item the advertising number is A-1. You will notice that all the following charges for advertising bear an "A"-advertising number.

* Line 26—This item is a charge for legal advertising run for a firm of attorneys. This entry is also a charge account and so $2.60 appears in the "Legal" column of the "Income" account, and the corresponding CREDIT appears in the *credit* column of the "Expense" account.

* Line 27—This item is an advertising account, and is treated just the same as in line 25.

* Lines 28 to 30—These three items are also advertising, either regular or legal, and are treated as above.

* Line 31—Mrs. Aldrich came in and bought twelve copies of the paper to send away to her friends, but as Mrs. Aldrich had a charge account with The Banner she did not pay for them. This amount—60 cents—appears in the "Subscription" column of the "Income" account, and the CREDIT appears in the *credit* column of the "Expense" account. All copies of the newspaper sold should be entered in the "Subscription" column whether paid for or not. If they are paid for, they should be entered in the "Subscription" column with a CREDIT in the *credit* column of the "Income" account, a charge to "Cash" in the *debit* column, and a corresponding *credit* in the "Expense" account.

Line 32—This item records the sale of four sheets of cardboard. All sales of paper of whatever kind should be entered in the column headed "Stationery" just the same as this 20 cents is entered here. This item was paid for in cash, so the 20 cents is also entered in the *credit* column of the "Income" account, in the *debit* column of the "Cash" account, and 15 cents in the *credit* column of the "Merchandise" account, as this is the cost of the cardboard bought, and the other 5 cents is entered in the *credit* column of the "Expense" account. This amount represents the cost of getting out the cardboard, and a possible profit.

Line 33—This was a C.O.D. shipment and when it arrived the amount paid was entered in the *credit* column of the "Cash" account, and the *debit* column of the "Merchandise" account.

Line 34—The freight and drayage on this shipment amounted to $1.29, and is a legitimate part of the cost of the paper stock. The amount is entered as a CREDIT in the *credit* column of the "Cash" account and a DEBIT in the *debit* column of the "Merchandise" account.

Line 35—This item, as also lines 36 and 37, is the pay roll account for that week. These items were paid in cash, and are consequently entered as CREDITS to the "Cash" account with the corresponding DEBITS to the "Expense" account. If this payroll had been made by check, the entries would appear as CREDITS to the "Bank" account and corresponding DEBITS to the "Expense" account.

Line 38—In this item the People's Department Store has paid some money on account. The entry would be made as a CREDIT item in the *credit* column of the "Income" account, and a DEBIT item in the *debit* column of the "Cash" account.

Line 39—This item, and also the item in line 40, receives precisely the same treatment as in line 38.

Line 41—A deposit of $39.50 is made and the entry on the Cashbook-Journal would appear as a CREDIT in the *credit* column

*—Lines 21 to 31, inclusive, pertain to a newspaper, but have general points that are also of interest to commercial printing plants.

of the "Cash" account, and as a DEBIT in the *debit* column of the "Bank" account.

Line 42—An error was made in the advertisement of the Farmers' Hardware Company and The Banner allowed them $2.50.

The entry would appear in the Cashbook-Journal as $2.50 in the *credit* column of the "Income" account (see line 38), and as this error was in reality an expense against the business, the corresponding DEBIT would appear in the *debit* column of the "Expense" account.

Line 43—This represents a purchase of paper on account. The amount of this invoice—$37.65—appears as a DEBIT in the *debit* column of the "Merchandise" account and as a CREDIT in the *credit* column of the "Accounts Payable."

Line 44—The purchase of ready print on account is identically the same as the item of paper in line 43.

Line 45—This item covers the express charges on the ready prints and The Banner paid the amount—$1.10—by check. The entry will be made as a CREDIT of the amount in the *credit* column of the "Bank" account and as the amount is a part of the cost of the ready prints, it will be entered in the *debit* column of the "Merchandise" account.

Line 46—This item covers the freight and drayage on the paper stock received, which was paid in cash, so the entry on this is made in the *credit* column of the "Cash" account—$3.85—and as it is a part of the cost of this merchandise it is charged in the *debit* column of the "Merchandise" account.

Line 47—An invoice of paper just purchased on open account bore a notation of a discount for ten days' cash. The Banner decided to take advantage of this discount, which was 76 cents. When the check was drawn to cover this amount, the entries were made as follows: The invoice less the discount amounted to $36.89, and this amount appears in the *credit* column of the "Bank" account. The full amount of this account—$37.65—is entered in the *debit* column of the "Accounts Payable." The difference between this amount and the check issued is 76 cents, the amount of the discount. As this amount is like any other earning of the business it also appears to complete the balance of this account in the *credit* column of the "Expense" account.

Line 48—This item being for rent is an Expense item. As it was paid by check the amount—$20.00—will appear in the *credit* column of the "Bank" account, and the corresponding DEBIT in the *debit* column of the "Expense" account.

Line 49—This item is the same class as the preceding one, and will receive the same treatment.

Line 50—This item for gasoline and oil—$1.30—is also an Expense item, and will appear in the *debit* column of the "Expense" account. This item has a little different treatment on the CREDIT entry. The Banner has a running account with the Farmers' Hardware Co. When they got this bill for oil and gasoline they CREDITED it to the Farmers' Hardware Company's account. In order that this may reach the ledger from the proper source a CREDIT entry will have to appear in the *credit* column of the "Income" account. The reason for this is that, as you will remember, the "Income" account is in reality an *"Accounts Receivable"* account, so that this entry in order to reach one of the accounts receivable in the ledger (in this case the Farmers' Hardware Co.) would have to appear as a CREDIT in the "Income" account.

We are now ready to make a statement of these entries in this Practical Cashbook-Journal. This statement will show that the

total amount of all the DEBIT accounts in this book and the total amount of all the CREDIT accounts are the same.

Therefore, the Cashbook-Journal balances.

Accounts as represented in the Cashbook-Journal may be set up in the Ledger and the totals posted at the end of each month to the respective accounts. You are then prepared to take a trial balance from your ledger.

The user of this Practical Cashbook-Journal will find that the work has been simplified to the greatest degree possible without sacrificing the information that should be available in every set of books.

With thorough study of these instructions, you will find absolutely no difficulty in keeping this set of books.

SPECIAL NOTICE:

When figuring the cost of the paper stock for a job you should remember to add to the invoice—cost—including the freight and drayage—not less than 10 per cent. If this is not done you will find at the end of the year that the "Merchandise" account will show a loss. The DEBIT balance of the "Merchandise" account at the end of the year—when an annual statement is made from the books—should be the same as the inventory of your merchandise at that time. There may be some variation but it should be small.

ACCOUNTING INFORMATION AND HELP

For more than twenty-five years this style of Cashbook-Journal has been in use in a large variety of printing plants and has fitted every possible condition. Where simplicity and full information are desired, it will meet the needs of the smallest plant as well as the largest. Used in connection with the "Expense Distribution Record" and a Ledger, it makes a combination that is complete in every way. The Cashbook-Journal is designed to give the "Expense" information necessary for the ascertaining of hour costs in a printing plant, in connection with the Practical Cost System.

If the bookkeeper, accountant, printer or publisher does not fully understand any feature of the Cashbook-Journal, we have a special accounting service by which questions and debatable points will be taken up gladly without charge.

No other system of bookkeeping has undergone such rigid tests, or has been put to so general a use, and with these extending over a period of a quarter of a century, it stands today as a success. It can be put into operation in any printing plant and give every detail necessary for the successful accounting of the business.

Correspondence is invited on any point that may arise or upon anything not perfectly understood.

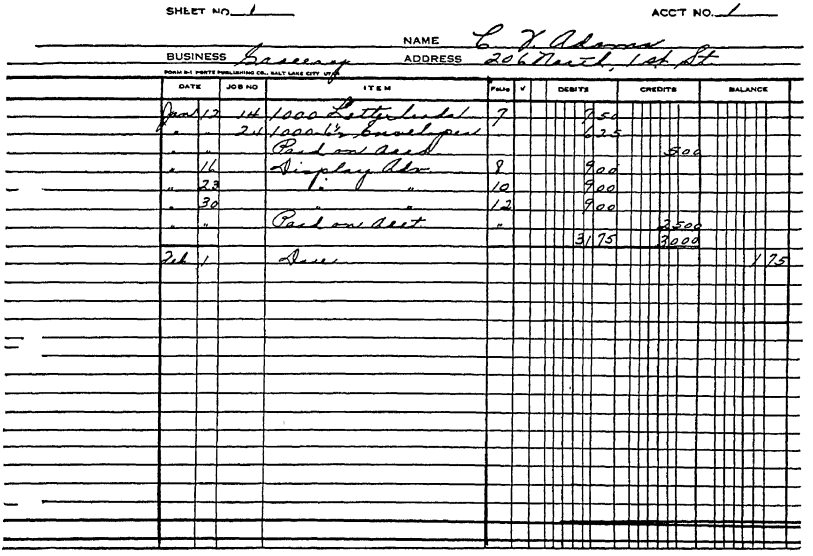
REMEMBER—The "EXPENSE" column is the one vital column and if the Cashbook-Journal is kept exactly as outlined, it should show at the end of each month whether or not a PROFIT has been made on the GROSS BUSINESS done. For details as to a PROFIT on each individual job of work it is necessary to install a Practical Cost System, the figures for ascertaining the hour costs for which can be obtained from the Cashbook-Journal.

PORTE PUBLISHING COMPANY
Salt Lake City, Utah

The Ledger.—The first and most important book of permanent record is the ledger. This book consists of a number of

ruled sheets, with a place for the number of the sheet, the account number so that it may be referred to easily, the name of the customer, and columns for the date, job number, item, folio number, the debits, the credits, and the balance.

When a job of printing for one of these customers is completed, the details of the transaction are taken from the Cash-book-Journal and placed in the ledger with the amount that is charged for the job in the "debits" column. When the customer pays for the job, the amount paid is put in the "credits"



A sample ledger sheet.

column. The customer's account can be balanced at any time by subtracting the credits from the debits, which will show how much the customer still owes the firm.

The use of the ledger is therefore to show what the condition of any account is at any certain time. At the end of the month, when it is necessary to send a statement to the customer, the amount he owes the firm is easily determined from his sheet in the ledger.

Each account is kept on a separate sheet.

Subscription Register.—Subscription accounts differ from accounts for job work or advertising in that the payments

Practical Subscription Register

DATE	NAME	TOWN	STATE	STREET AND NUMBER			
Feb 2	Anderson J P	Boston	Mass			✓	
" 3	Austin Alma				✓		
" 3	Bayne R R	Boston	Ill	523 S 3rd St			✓
" 4	Bland Geo	Boston	Mass			✓	
" 5	Bird L M	Omaha	"	RR 1 # 35	✓		
" 6	Bompas Jos	Chicago	Ill	640 Elm St	✓		
" 9	Cole E C	Boston	Mass			✓	
" 9	Cadman L M	Boston	"	403 Medford St	✓		
" 10	Hafer J O	Boston	"			✓	
" 10	Hood Edward	Salt Lake	"	153 Fremont St	✓		
" 10	Jones E L	Boston	"			✓	
" 12	Groff J A		"				✓
" 12	Lebo V E		"				
" 15	Peterson Otto	Agnews	Cal	263 Rockydale Ave	✓		
" 16	Hanson Martin	Boston	Mass			✓	
" 18	Murphy E M	Brent	"	344 N Elm St	✓		
" 20	Todd E P	Columbus	Ohio	1503 Locust Pl	✓		
" 20	Emmy S A	Boston	Mass			✓	
" 23	Gadert F		"			✓	
" 23	Bond J A	Agnews	"	965 L Medford	✓		
" 25	Hood C B		"			✓	
" 26	Mattheus A L	Medford	Ill	348 Chelmsford St	✓		
" 27	Morrey Ralph	Boston	Mass			✓	
" 27	Hood Mrs H		"		✓		

Left-hand Page of Subscription Register.

are received at long intervals. It is not necessary to carry an account for each subscriber in the ledger if the register and card inventory system are used. The register provides for the date, name and address of the subscriber, data as to new, renewal, or discontinued, change of address, the number of the subscriber, amount paid, date of expiration of subscription, date when subscription is to be paid if not paid at the time of ordering, the name of the one taking the subscription and any necessary remarks. All of this information will be found valuable at some time. When it is time to make out the profit and loss statement the total amount received for subscriptions during the month is easily obtained from the subscription register to be transferred to the statement. When any information about a transaction with a subscriber is wanted it will be found in the subscription register.

Card Inventory of Subscriptions.—One of the best methods for keeping exact account of subscriptions in order to tell when any have expired, so that a renewal may be solicited, and to avoid sending the paper to anyone not paying for it, is the card inventory system. A card is filled out with the information given above in the subscription register and is filed alphabetically in an index. Any subscriber's card may be found with little difficulty in case it is wanted. When the index is inspected, the date of expiration is quickly available.

Practical Subscription Register

Change of Address: Town	State	Street and Number	Number Subscrip.	Amount Paid	Date Expires	Date to be paid	Taken by	Remarks
Excelsior	Minn	83 S. 5th St	2006	2 00	3/1 27		Miller	
			940	2 00	2/8 27		"	
			1048				"	
			763	2 00	5/6 27		Jones	
			504	2 00	2/5 27		"	
			3010	2 00	2/6 27		Jones	
Crookston	Minn		830				Miller	Change for 2 Mo. only
			618	2 00	2/9 27		"	
			2413	2 00	3/10 27		"	
Minneapolis	Minn	256-10th St	910	2 00	2/10 27		Jones	
			703	2 00	2/10 27		"	
			1840				"	Died Jan 10, 1926
Moose Lake	Minn		1431				Miller	
			642	2 00	2/15 27		"	
			1315	2 00	3/9 27		"	
			786	2 00	2/8 27		"	
			1720	2 00	4/10 27		Jones	
			580	2 00	2/20 27		"	
			1391	2 00	2/23 27		"	
Brazil	Ind.		564				"	
			650	2 00	3/12 27		Miller	
			1903	2 00	2/27 27		"	
			1072				"	Moved to Oregon
			868	2 00	2/27 27			

Right-hand Page of Subscription Register.

Some editors have found it advantageous to file a second set of cards under the heading of the months when the subscrip-

P. O.	STATE	NAME
Benton	Minn.	Smith, J. D.

ST. & NO. — DATE ORIGINAL SUB. 2-14-24

CHANGE OF ADDRESS — REMARKS

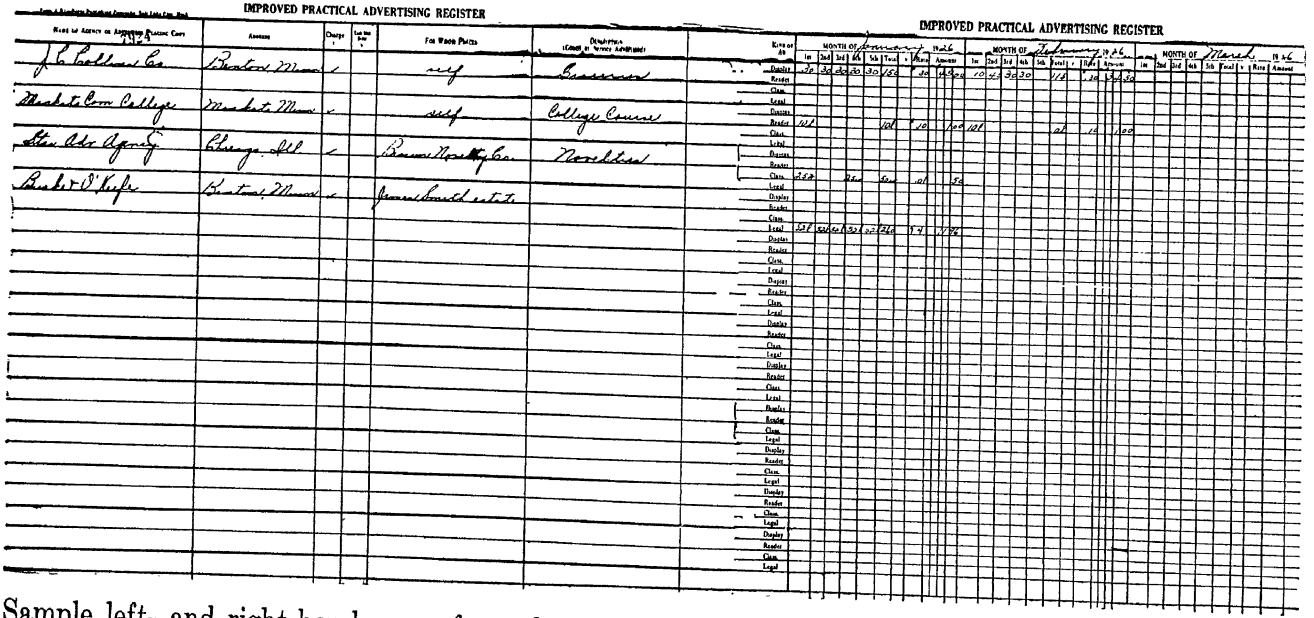
NO.

PAID BY	DATE PAID	PAID TO	DATE EXP'N	AMOUNT	PAID BY	DATE PAID	PAID TO	DATE EXP'N	AMOUNT
J.D.S.	2-14-24	M	2-14-25	2 00					
J.D.S.	2-18-25	M	2-14-26	2 00					
J.D.S.	2-16-26	B	2-16-27	2 00					

TRANSFERRED TO NEW CARD _____ 19__

A sample of the cards used in the Card Inventory of Subscriptions.

tion will expire. The only cards that it is necessary to examine each month are then those recording subscriptions which will



Sample left- and right-hand pages from the Advertising Register. The page on the right-hand side will turn to make room for recording advertising for three more months. There are enough of these "short sheets" so that there is a record for each month of the year.

expire that month. It is a good plan to keep a month ahead of the expiration with notices to renew.

The practical advertising register is a book of permanent record for advertising accounts. The name of the advertiser, the kind of advertisement, number of insertions, and the amount received, are recorded for each month of the year. When the total amount of advertising revenue for the month is desired it can be obtained from this record.

Advertising Register.—In order to know whether the newspaper is making a profit or not the owner must know, among other things, how much money he received for advertising during the month. Unless he has some permanent record of each advertising transaction he will not be able to tell what the total income for advertising was and so will not be able to draw his profit-and-loss statement.

Advertising Envelope.—For convenience in handling advertisements that may run once or every issue during the year the Practical Advertising Envelope of the Porte system has been designed. It may be used by any publication published not oftener than once a week. The envelope is printed on the front with places for various information about the advertisement.

The distinguishing feature of this envelope system of keeping advertising schedules is the division of squares on the lower half. There is one space for each issue of a weekly paper. The time of inserting the ad is kept straight by using the number of the issue in which it is to appear instead of the date. This avoids any chance of a mix-up in the date.

The envelope is used as follows:

When an advertisement is received the upper part of the envelope is filled out and a line is drawn in the square opposite the number of the issue in which it is to start. The line is drawn from the upper left-hand corner to the lower right-hand corner. A line is drawn in each square opposite each issue that the ad is to run. If the advertisement runs for a year but begins in issue number thirty-four, or any issue except the first, the lines are drawn in each space after the beginning issue and also in all spaces from number one to the issue in which the advertisement stops running.

When the envelope has been correctly made out and the de-

DATE RECEIVED January 1, 1927 | No. 1

ADVERTISEMENT FOR Johnson's Grocery

OBTAINED THROUGH Them

DESCRIPTION Grocery Store adv. Changed Weekly

DISPLAY ✓	READER	CLASSIFIED	LEGAL

INSTRUCTIONS Page 5 Next to local news.

COMMENCE Jan. 1 1927 STOP Dec. 30 1927

No. Paper	Publish	Str. Clr.	No. Paper	Publish	Str. Clr.	No. Paper	Publish	Str. Clr.	No. Paper	Publish	Str. Clr.
1	✓	✓	14	✓	✓	27	✓	✓	40	✓	✓
2	✓	✓	15	✓	✓	28	✓	✓	41	✓	✓
3	✓	✓	16	✓	✓	29	✓		42	✓	✓
4	✓	✓	17	✓	✓	30			43	✓	✓
5	✓	✓	18	✓	✓	31			44	✓	✓
6	✓	✓	19	✓	✓	32			45	✓	
7	✓	✓	20	✓	✓	33			46	✓	
8	✓	✓	21	✓	✓	34			47	✓	
9	✓	✓	22	✓	✓	35			48	✓	✓
10	✓	✓	23	✓	✓	36			49	✓	✓
11	✓	✓	24	✓	✓	37			50	✓	✓
12	✓	✓	25	✓	✓	38			51	✓	✓
13	✓	✓	26	✓	✓	39			52	✓	✓

The Practical Advertising Envelope for use with the Practical Advertising Register.

tails of the contract have been entered in the advertising register, the envelopes are placed in a file. All envelopes holding advertisements to begin with issue number one will be placed in one file, those holding advertisements that begin in issue number two in a division under that heading and so on. The compositor sets the advertisements for any issue by getting the envelopes from that number in the file. When he finishes setting an advertisement he makes a line crossing the original line placed in the square by the ad-taker. When the contract is completed or the advertisement is stopped, the envelope is placed in an alphabetical permanent file. In case of display ads varying in size with each issue, the compositor writes the number of inches set in the square with the cross. The condition of any advertising schedule may be learned at any time from the envelope file.

Job Register.—This is a book of permanent record for all job work done, showing the particulars about the job, whom it was for, the elements of cost as shown on the job ticket, the profit or loss on the job. When it is time to make out the profit-and-loss statement for job work completed during the month, the information is all available in this record.

Necessity for Posting Books Daily.—In some country newspaper and job shops the person who keeps the books makes a

PRACTICAL JOB REGISTER

DATE		JOB NO	CUSTOMER	Journal Page No	QUANTITY	DESCRIPTION	PRICE	Cost of Book or Material	Manufacturing Cost	PROFIT	LOSS
2/1	26	00	Smith & Perkins	1	2M	Letterheads	1500	460	580	460	
2/1		01	John Jackson	1	150	Cards	450	40	350	60	
2/2		02	Vestry Hester	1	500	Dodgers	325	25	160	140	
2/3		03	Shelbrook Dairy	7	5M	Labels	1720	630	700	390	
2/3		04	Ind Elevator Co.	2	1M	Envelopes	625	125	430	95	
2/3		05	Rex C O Dunlop	7	500	Tickets	300	40	290		30
2/4		06	Collins Bearing	3	2M	Statements	1200	185	610	355	
2/5		07	Hanson Dairy Co	3	5M	Prescription Blanks	1650	650	710	290	
2/5		08	Bell Tel & Telegraph	3	1M	Envelopes	625	125	520		30
2/6		09	County Auditor	4	1M	Letterheads	750	230	310	210	
2/6		10	Woolley & Ashton	4	500	Dodgers	325	25	100	200	
2/8		11	Mandy Hart	5	50	Cards	100	10	40	40	
2/9		12	Joe Thomas	6	500	Placards	1800	750	690	380	
2/9		13	Forest Farm Inc	6	1M	Dressed Ads Books	3600	845	960	1695	
2/10		14	James Abstract Co	7	500	Cards	600	80	365	155	
2/10		15	Local Bus Bureau	7	1M	Bulbheads	800	70	580	150	
2/10		16	Boston Hub Co	7	2M	Announcements	1750	800	810	[illegible]	
2/11		17	Rose Shoe Store	8	1M	Mammoth Ads	525	130			
2/12		18	Crowell Clothing Co	9	1M	Repeat Sale Ad	650	75	410	165	
2/12		19	School Board No 5	9	1M	Repeat Cards	1050	435	675		60
2/12		20	A. R. Anderson	9	200	Holding Jewelers	2200	500	890	810	
2/12		21	Dr. C. Riley	9	2M	Letterheads	1500	460	595	845	
2/13		22	R. S. Dry Goods	10	5M	Sale Tags	1500	260	740	500	
2/15		23	Tyrone Bond	11	1M	Blotters	750	210	320	220	
2/15		24	C. C. Smith	11	1M	Programs	1425	190	950	285	
											120

A sample page from the Practical Job Register.

practice of letting the work go until the end of the week or the end of the month. This practice is not advisable because it lessens the efficiency of the system. No number of books and no system, no matter how simple or elaborate it may be, will give good results unless the regular entries are made every day. By the end of the week something is sure to be found lacking or recorded in the wrong place. The bookkeeper may feel that there is not enough business each day to bother making entries in the books of permanent record, but this is merely another reason for doing so. If there have been few transactions it will take only a short time to make the entries; if there have been many, the entries should be made to avoid the piling up of work which usually occurs at the end of the week.

A further reason for posting the books daily is the fact that an account may be needed at any time. When a customer asks for a statement of what he owes the firm his wishes should be respected, and this can be done only when all information concerning his account is available.

If every transaction is not immediately recorded in the Cash-book-Journal it is, of course, useless to attempt to show the condition of the business. The best men will forget things when other matters demand attention; make an entry for every transaction and *then* forget it.

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